

SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: JANUARY 15, 2020

THIS REPORT PROVIDES RECOMMENDATIONS FOR THE FOLLOWING THREE (3) LEGACY BUSINESS REGISTRY APPLICATIONS.

1650 Mission St. Suite 400 San Francisco, CA 94103-2479

Reception: 415.558.6378

Fax: **415.558.6409**

Planning Information: **415.558.6377**

- Case No. 2020-000031LBR, 2883 Mission Street, Dianda's Italian American Pastry Company
- Case No. 2020-000032LBR, 160 Ellis Street, New Delhi Restaurant
- Case No. 2020-000035LBR, 1201 Divisadero Street, Pearl Market

The associated Legacy Business Registry Applications are not printed for distribution due to their size, but are available online at: <u>https://sfplanning.org/hearings-hpc</u>

Filing Date:	December 18, 2019
Case No.:	2020-000031LBR
Business Name:	Dianda's Italian American Pastry Company
Business Address:	2883 Mission Street
Zoning:	Mission Street NCT (Neighborhood Commercial Transit) Zoning District
	40-X/80-B Height and Bulk District
Block/Lot:	6517/022
Applicant:	Floyd Goldberg, Co-owner
	2883 Mission Street
	San Francisco, CA 94110
Nominated By:	Supervisor Hillary Ronen
Located In:	District 9
Staff Contact:	Shelley Caltagirone - (415) 558-6625
	shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Dianda's Italian American Pastry Company was established in 1962 when Elio and Enrica Dianda, husband and wife, bought the Italian American Pastry Company from Pierre De Micheli. Elio was originally from Lucca, Italy and he came to San Francisco with the hope of opening his own bakery. Elio initially worked at Stella Bakery in North Beach, then Columbus Pastry. The Diandas were prompted to find a bakery to buy so that Elio's brother would have employment when he arrived in San Francisco. The Diandas moved the business to 2883 Mission Street in 1979 after constructing a new building so that the bakery could expand to meet the growing demand for its cookies, pastries and cakes. Elio worked diligently at the bakery for 17 years until his passing in 1979 at 66 years old.

Elio's passing and the opening of Dianda's new production space prompted the transition of ownership between Mr. and Mrs. Dianda to their three sons, Pasquale, Armando and Floriano Dianda. The brothers ultimately decided to sell the bakery in 2003 to three loyal employees: Floyd Goldberg, Sergio Flores and Luis Pena. Pasquale Dianda continued to work at the bakery for another 10 years before retiring. His choice to stay on was to help ensure a successful transition of ownership and to confirm that the standards defined by the Diandas continued. The new ownership continues to demonstrate loyalty, integrity and an unending passion for quality and attention to detail.

The business is located on the east side of Mission Street between 24th and 25th streets in the Mission neighborhood. It is within the Mission Street NCT (Neighborhood Commercial Transit) Zoning District and a 40-X/80-B Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

The business was founded in 1962.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes. Dianda's Italian American Pastry Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Dianda's Italian American Pastry Company has operated continuously in San Francisco for 58 years.
- ii. Dianda's Italian American Pastry Company has contributed to the history and identity of the Mission and San Francisco.
- iii. Dianda's Italian American Pastry Company is committed to maintaining the physical features and traditions that define the organization.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

Yes. The business is associated with the tradition of Italian baking.

- 4. Is the business or its building associated with significant events, persons, and/or architecture? No.
- 5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

No. The property has a Planning Department Historic Resource status codes of "C" (Not a Historic Resource) due to its construction date of 1979-81.

6. Is the business mentioned in a local historic context statement?

No.

7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. Dianda's has been featured in many local publications including the San Francisco Chronicle, San Francisco Magazine and several Mission Local blog posts. In addition, Dianda's has received the following honors:

- Certificate of Honor, City and County of San Francisco Board of Supervisors, July 7, 2012, signed by Supervisor David Campos.
- Certificate of Honor, City and County of San Francisco District Attorney, July 7, 2012, signed by District Attorney George Gascon.
- Certificate of Honor, City and County of San Francisco, February 12, 2014, signed by Mayor Edwin Lee.
- Certificate of Recognition for 50 Years of Service to the Community, State of California Legislature, July 7, 2012, signed by Assembly member Tom Ammiano (13th Assembly District).

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 2883 Mission Street

Recommended by Applicant

- Freshly made Italian-American inspired cakes, cookies, and pastries
- Yellow terrazzo entry apron that reads, "Elio Dianda & Sons"

Additional Recommended by Staff

• None

Filing Date:	December 18, 2019
Case No.:	2020-000032LBR
Business Name:	New Delhi Restaurant
Business Address:	160 Ellis Street
Zoning:	C-3-G (Downtown - General) Zoning District
	225-S Height and Bulk District
Block/Lot:	0326/010
Applicant:	Ranjan Dey, Chef and Owner
	160 Ellis Street
	San Francisco, CA 94102
Nominated By:	Supervisor Matt Haney
Located In:	District 6
Staff Contact:	Shelley Caltagirone - (415) 558-6625
	shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

New Delhi Restaurant was opened by Ranjan Dey on November 3, 1988. The restaurant is located in the ballroom of the former Hotel Ramona, built in 1914, two blocks from Union Square. The dining room is decorated with ornate pillars, exposed brick and a handmade Italian tiled floor. Ranjan started his career in the food business at the age of 14 at Calcutta's Park Hotel as a vegetable cutter. After finishing high school, he graduated from the Institute of Catering Technology, Hotel Management and Applied Nutrition. He worked at the Grand Hotel and the Great Eastern Hotel in Calcutta before moving to New Delhi where he worked in the Akbar Hotel and Hotel Janpath.

Ranjan spent two years as a senior chef in the kitchens of the Maurya Sheraton Hotel in New Delhi before moving to Hong Kong. On January 20, 1984, he opened the first New Delhi Restaurant there. Following the birth of their first child, in 1987, Ranjan and his wife decided to settle in the United States – his wife Kodi's home country. They consolidated their businesses into one restaurant in San Francisco. From the first day, New Delhi Restaurant has been a gathering place for colorful San Francisco locals, visiting celebrities and a hub of the Bay Area Indian community. Named one of the finest Indian restaurants in the United States by The New York Times and featured on the Galloping Gourmet television show, New Delhi Restaurant continues to garner acclaim.

The business is located on the north side of Ellis Street between Mason and Cyril Magnin streets in the Downtown neighborhood. It is within a C-3-G (Downtown - General) Zoning District and a 225-S Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

The business was founded in 1988.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes. New Delhi Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. New Delhi Restaurant has operated continuously in San Francisco for 32 years.
- ii. New Delhi Restaurant has contributed to the history and identity of Downtown and San Francisco.
- iii. New Delhi Restaurant is committed to maintaining the physical features and traditions that define the organization.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

Yes. The business is associated with Indian cuisine.

4. Is the business or its building associated with significant events, persons, and/or architecture?

Yes. Although the property has not been formally evaluated for historical significance, the building was constructed in 1914 in the Beaux Arts style. The building retains high architectural integrity and is a good example of its period. It also formerly housed a theater, which could have social historical significance.

5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

No. The property has a Planning Department Historic Resource status codes of "B" (Further Research Required) due to its age.

6. Is the business mentioned in a local historic context statement?

No.

7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. Ranjan and New Delhi Restaurant have been featured in 7x7 Magazine, The New York Times, the San Francisco Chronicle, the San Francisco Examiner, the San Francisco Bay Area Guardian and India West. New Delhi Restaurant and Chef Owner Ranjan Dey have received numerous awards and gold medals for excellence in Indian cuisine and spice blends.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 160 Ellis Street

Recommended by Applicant

- Historic dining room and bar from the former Hotel Romona with original Italian marble tile floor
- Exterior mural
- Fine Indian cuisine

- Interior Indian decoration and fine art
- Wedding and event planning services
- Custom spice blends
- Cooking classes

Additional Recommended by Staff

• None

Filing Date:	December 18, 2019
Case No.:	2020-000035LBR
Business Name:	Pearl Market
Business Address:	1201 Divisadero Street
Zoning:	Divisadero Street NCT (Neighborhood Commercial Transit) Zoning District
	65-A Height and Bulk District
Block/Lot:	1126/007
Applicant:	Basil Askandafi, Manager
	1201 Divisadero Street
	San Francisco, CA 94115
Nominated By:	Supervisor Vallie Brown
Located In:	District 5
Staff Contact:	Shelley Caltagirone - (415) 558-6625
	shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Pearl Market is a full-service, family-owned market and delicatessen established in 1982 and is considered a neighborhood institution being the oldest community, family-run store in the area. Pearl Market is a retail market and deli that stocks a range of everyday items such as groceries, snacks, confectionery, soft drinks, tobacco products, over-the-counter medications, toiletries, newspapers, magazines and beverages. Pearl Market has provided continual market services to most of the community's low-income residents, specifically low-income people of color, serving as a community focal point and anchor by bringing together all races and income groups. Many long-term, low-income and senior residents rely on credit from Pearl Market to subsidize their monthly allowance shortfalls and purchase basic food supplies.

Pearl Market is currently family owned by Mhanda Askandafi and his son Basil Askandafi. Mhanda emigrated from Syria to the United States more than 30 years ago with his wife and five small children. In 2002, Mhanda and his son purchased the business. Under the current ownership, Pearl Market went through substantial expansion, renovation and improvement. To better serve the existing community and to serve the different tastes of new community members, Pearl Market doubled the shelf space and modernized food storage, food offerings, food handling and menu options. New refrigeration units were installed; hearty, fresh food options were added; and new gourmet breakfast and lunch options were introduced.

The business is located on the northwest corner of Divisadero and Eddy streets in the Western Addition neighborhood. It is within the Divisadero Street NCT (Neighborhood Commercial Transit) Zoning District and a 65-A Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

The business was founded in 1982.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes. Pearl Market qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Pearl Market has operated continuously in San Francisco for 38 years.
- ii. Pearl Market has contributed to the history and identity of Western Addition neighborhood and San Francisco.
- iii. Pearl Market is committed to maintaining the physical features and traditions that define the organization.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

No.

4. Is the business or its building associated with significant events, persons, and/or architecture?

Yes. The property was constructed in 1923 and is part of a neighborhood that underwent substantial change over multiple decades at the direction of the Redevelopment Agency. The property is potentially significant as a survivor from the earlier period of architectural development in the area, and it has potential cultural significance for the businesses' longstanding presence in the neighborhood.

5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

No. The property has a Planning Department Historic Resource status codes of "B" (Further Information Required) due to its age (constructed 1923).

6. Is the business mentioned in a local historic context statement?

No.

7. Has the business been cited in published literature, newspapers, journals, etc.? No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 1201 Divisadero Street

Recommended by Applicant

• Retail market and deli services

Additional Recommended by Staff

• None



Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 15, 2020

Suite 400 San Francisco, CA 94103-2479

1650 Mission St.

Reception: 415.558.6378

Fax.

415.558.6409 2020-000031LBR Case No.: Business Name: Dianda's Italian American Pastry Company Planning Information: Business Address: 2883 Mission Street 415.558.6377 Zoning: Mission Street NCT (Neighborhood Commercial Transit) Zoning District 40-X/80-B Height and Bulk District *Block/Lot:* 6517/022 Applicant: Floyd Goldberg, Co-owner 2883 Mission Street San Francisco, CA 94110 Nominated By: Supervisor Hillary Ronen Located In: District 9 Staff Contact: Shelley Caltagirone - (415) 558-6625 shelley.caltagirone@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR DIANDA'S ITALIAN AMERICAN PASTRY COMPANY CURRENTLY LOCATED AT 2883 MISSION STREET, BLOCK/LOT 6517/022.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 15, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Dianda's Italian American Pastry Company qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Dianda's Italian American Pastry Company.

Location(s):

• 2883 Mission Street

Physical Features or Traditions that Define the Business:

- Freshly made Italian-American inspired cakes, cookies, and pastries
- Yellow terrazzo entry apron that reads, "Elio Dianda & Sons"

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2020-000031LBR to the Office of Small Business January 15, 2020.

Jonas P. Ionin Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 15, 2020

Case No.:	2020-000032LBR
Business Name:	New Delhi Restaurant
Business Address:	160 Ellis Street
Zoning:	C-3-G (Downtown - General) Zoning District
	225-S Height and Bulk District
Block/Lot:	0326/010
Applicant:	Ranjan Dey, Chef and Owner
	160 Ellis Street
	San Francisco, CA 94102
Nominated By:	Supervisor Matt Haney
Located In:	District 6
Staff Contact:	Shelley Caltagirone - (415) 558-6625
	shelley.caltagirone@sfgov.org

1650 Mission St. Suite 400 San Francisco, CA 94103-2479

Reception: 415.558.6378

Fax: 415.558.6409

Planning Information: **415.558.6377**

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NEW DELHI RESTAURANT CURRENTLY LOCATED AT 160 ELLIS STREET, BLOCK/LOT 0326/010.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 15, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that New Delhi Restaurant qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for New Delhi Restaurant.

Location(s):

• 160 Ellis Street

Physical Features or Traditions that Define the Business:

- Historic dining room and bar from the former Hotel Romona with original Italian marble tile floor
- Exterior mural
- Fine Indian cuisine
- Interior Indian decoration and fine art
- Wedding and event planning services
- Custom spice blends
- Cooking classes

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2020-000032LBR to the Office of Small Business January 15, 2020.

Jonas P. Ionin Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 15, 2020

1650 Mission St. Suite 400 San Francisco, CA 94103-2479

Reception: 415.558.6378

Fax.

		T u.v.
Case No.:	2020-000035LBR	415.558.6409
Business Name:	Pearl Market	Planning
Business Address:	1201 Divisadero Street	Information:
Zoning:	Divisadero Street NCT (Neighborhood Commercial Transit) Zoning	415.558.6377
	District	
	65-A Height and Bulk District	
Block/Lot:	1126/007	
Applicant:	Basil Askandafi, Manager	
	1201 Divisadero Street	
	San Francisco, CA 94115	
Nominated By:	Supervisor Vallie Brown	
Located In:	District 5	
Staff Contact:	Shelley Caltagirone - (415) 558-6625	
	shelley.caltagirone@sfgov.org	

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PEARL MARKET CURRENTLY LOCATED AT 1201 DIVISADERO STREET, BLOCK/LOT 1126/007.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 15, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Pearl Market qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Pearl Market.

Location(s):

• 1201 Divisadero Street

Physical Features or Traditions that Define the Business:

• Retail market and deli services

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2020-000035LBR to the Office of Small Business January 15, 2020.

Jonas P. Ionin Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR



Application Review Sheet

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By: LBR-2019-20-021 Dianda's Italian American Pastry Company 2883 Mission Street District 9 Floyd Goldberg, Co-owner November 20, 2019 Supervisor Hillary Ronen

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? <u>X</u> Yes <u>No</u>

2860 Mission Street from unknown date to 1979 (At least 17 years).565 Green Street from 1975 to 1990 (15 years).2883 Mission Street from 1979 to Present (40 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? <u>X</u> Yes <u>No</u>

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? <u>X</u> Yes <u>No</u>

NOTES: N/A

DELIVERY DATE TO HPC: December 18, 2019

Richard Kurylo Program Manager, Legacy Business Program



Member, Board of Supervisors District 9



City and County of San Francisco

HILLARY RONEN

November 20, 2019

Richard Kurylo, Legacy Business Program Manager Legacy Business Program, San Francisco Office of Small Business

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of Dianda's Italian American Pastry Company joining the City's Legacy Business Program. In addition to meeting the requirements necessary to become a Legacy Business, Dianda's has a unique and vibrant history with deep roots in San Francisco.

In 1962, Elio and Enrica Dianda, husband and wife, bought the "Italian American Pastry Company" and renamed it, "Dianda's Italian American Pastry Company". Dianda's was originally located at 2860 Mission Street, but as the business grew, there was a need for a larger location. In 1979, the business moved to its present location at 2883 Mission Street, but Elio passed away that year and didn't get to see the opening of the new space. After his passing, Enrica began to transition ownership to their three sons, Pasquale, Armando and Floriano Dianda. In 2003, the brothers decided to sell the bakery to three loyal employees: Floyd Goldberg, Sergio Flores, and Luis Pena.

Despite the many changes in the Mission District, Dianda's commitment to the culinary craft of Italian American desserts remains strong. Some of their most traditional recipes including Zabaione Fedora, St. Honore, Rum Cake, and Almond Torte, are still beloved by all customers. Dianda's still serves thousands of customers day in and day out. Many rely on the shop for their morning pastry and others, for an occasional treat. Most customers are return customers, and Dianda's has become a fixture for many annual celebrations and rituals. Many of the cakes and pastries that the shop specializes in cannot be found anywhere else.

Dianda's has always been committed to providing good, union jobs to its community in the heart of the Mission District. The business joined the Bakery, Confectionery, Tobacco Workers & Grain Millers International Union of America in 1962 and continues being a union shop to this day. In addition, the business has enjoyed supporting the community by donating cakes, cookies, and pastries to many local Bay Area organizations over the years.

Dianda's Italian American Pastry Company is, and has always been, a family business. It has served the residents of San Francisco for decades, and I am thrilled to have this shop in my district. I strongly support their application to be declared a Legacy Business and it is my honor to submit this nomination on their behalf.

Best regards,

filles Rome

Supervisor Hillary Ronen, San Francisco Board of Supervisors

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-5144 Fax (415) 554-6255 • TDD/TTY (415) 554-5227 • E-mail: Hillary.Ronen@sfgov.org

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

2883 Mission Street San Francisco, Ca 94110 WEBSITE: FACEBOOK PAGE: YELP PAGE NWW. diandas bakery.com Market Same as Business APPLICANT'S NAME APPLICANT'S ADDRESS: TELEPHONE: () EMAIL:	Dianda's Italian			-
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San Francisco, Ca 94110 poetnerships@aiondasbukeey.co WEBSITE: FACEBOOK PAGE: YELP PAGE Www.diandasbakeey.com % Yelp.com/bing/diandas- Italian-american-postey-san- Italian-american-postey-san- APPLICANT'S NAME Same as Business APPLICANT'S ADDRESS: TELEPHONE: () EMAIL:	2992 Mission S	troot	(415	1647-5469
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() EMAIL:	APPLICANT'S TITLE			
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		2		

DATE OF NOMINATION:

NAME OF NOMINATOR:

Application

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
2860 Mission Street	94110	1962 (as "Dianda's" Italian American Pastry Company)
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF LOCATION	OPERATION AT THIS
☑ Yes □ No		1962 to 1979
OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
565 Green Street	94133	Start: 1975
		End: 1990
	•	
OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2883 Mission Street	94110	Start: 1979
		End: Current
OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

I am authorized to submit this application on behalf of the business.

Lattest that the business is current on all of its San Francisco tax obligations.

- ✓ I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ✓ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

oldberg July 3 2019

Floyd Holles Signature:

DIANDA'S ITALIAN AMERICAN PASTRY COMPANY Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Dianda's Italian American Pastry Company ("Dianda's"), presently located at 2883 Mission Street, was established as the "Italian American Pastry Company" in a year unknown and as "Dianda's Italian American Pastry Company" in 1962. The business was located at 2860 Mission Street when it was purchased by the Diandas, which may or may not have been the original location of the business.

Elio and Enrica Dianda, husband and wife, bought the Italian American Pastry Company from Pierre De Micheli in 1962. Elio was the best baker in his Tuscan town of Lucca in southern Italy. Elio and Enrica and their three sons came to San Francisco in 1954 with big dreams and determination to build a good life for their family. Elio had dreams of getting a job as a baker and eventually opening up his own bakery.

Elio started as a dishwasher at Stella Bakery on Columbus Street in the North Beach neighborhood. He got his start washing pots and pans, but about a month into his time at Stella the pastry chef called in sick and Elio was asked to step in and bake. That opportunity was the start of a prosperous baking career at Stella, as he continued baking for Stella for the next 2-3 years.

After working at Stella, he moved on to Columbus Pastry. It was here that Elio learned the nuances of Italian-American tastes and flavors. He stayed with Columbus Pastry for 5-6 years.

Meanwhile Elio had called his brother to come to the United States as a specialized baker. Ultimately, this is what prompted Elio to find a bakery to buy so that his brother would have employment when he arrived in San Francisco. The Italian American Pastry Company was up for sale because of the owner's ill health. So with a \$7,000 down payment and \$1,000 to open up the checking account, Elio and Enrica purchased the bakery.

As the business grew, the search for a larger location began. Noonan's plumbing shop at 2883 Mission Street became available. Enrica lent her three sons \$150,000 to purchase the lot, and the sons came up with the down payment required for the construction of a new building. It was here that the bakery could expand to meet the growing demand for it delicious cookies, pastries and cakes. The construction loan was \$600,000 with an interest rate of 21%. The

plumbing shop was bulldozed and the foundations for the new building were poured. The Dianda brothers opened the new location at 2883 Mission Street in 1979.

Elio worked diligently at the bakery for 17 years until his passing in 1979. He was 66 years old. He never got to see the opening of the new production and retail space. San Francisco Mayor Diane Feinstein lowered the flag to half-mast when she heard about the passing of Elio Dianda and came into the bakery to send her condolences. His sons remember their dad as a minicelebrity because everyone that came into the bakery knew their father.

Elio's passing and the opening of Dianda's new production space prompted the transition of ownership between Mr. and Mrs. Dianda to their three sons, Pasquale, Armando and Floriano Dianda. Pasquale was so inspired by all the demand for their baked goods that he opened up more locations. First at 565 Green Street in North Beach in 1975 and later on 42nd Avenue in San Mateo. He opened a second location in San Mateo in the Crystal Spring shopping center where the thriving business continues to operate today. The North Beach store closed in 1990, and the 42nnd Avenue store closed circa 1997.

The brothers ultimately decided to sell the bakery in 2003 to three loyal employees: Floyd Goldberg, Sergio Flores and Luis Pena.

Pasquale Dianda continued to work at the bakery at 2883 Mission Street for another 10 years before retiring. His choice to stay on was to help ensure a successful transition of ownership and to confirm that the standards defined by the Diandas continued. The new ownership continues to demonstrate loyalty, integrity and an unending passion for quality and attention to detail. The business has continued to grow over the last 15 years.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has been operating in San Francisco without closure since 1962.

c. Is the business a family-owned business? If so, give the generational history of the business.

Prior to ownership by the Diandas, it is not known whether the business was a family-owned business.

During the ownership tenure by the Dianda family, Dianda's Italian American Pastry Company was a family-owned business. Elio and Enrica Dianda purchased the business in 1962. Their three sons – Pasquale, Armando and Floriano – owned and operated the business after their father passed away in 1979.

In 1998, the three Dianda brothers sold 100% of the business to three of their loyal employees: Floyd Goldberg, Sergio Flores and Luis Peña. These three owners still operate the bakery today. All three continue to work full time in conjunction with the responsibilities of ownership.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of Dianda's Italian American Pastry Company is as follows:

Unknown:	Ownership prior to Pierre De Micheli, if applicable, is unknown
Unknown to 1962:	Pierre De Micheli
1962 to 1979:	Elio and Enrica Dianda
1979 To 1998:	Pasquale, Armando and Floriano Dianda
1998 to Present:	Floyd Goldberg, Sergio Flores and Luis Peña

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building that houses Dianda's is classified by the Planning Department as Category C (No Historic Resource Present / Not Age Eligible) with regard to the California Environmental Quality Act.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Dianda's Italian American Pastry Company has been an integral part of the Mission District and San Francisco culinary culture for over 57 years. The business has maintained a commitment to the culinary craft of Italian-American desserts since its inception.

When the Diandas bought the business in 1962, the clientele was nearly 100% Italian. Customers would drive from North Beach and all over the Bay Area for the traditional and authentic cakes that Dianda's quickly became known for. Even though the demographic of the Mission District has changed and continues to change, the commitment of the business to the culinary craft of Italian-American desserts remains strong. Dianda's authentic approach to tradition is refreshing amidst a landscape of so many new and innovative restaurants and bakeries throughout the Mission. Some of the most traditional recipes, including Zabaione Fedora, St. Honore, Rum Cake and Almond Torte, are still beloved among new and old customers today. The current co-owner Floyd Goldberg remembers his first Christmas season at the bakery in 1998. People lined up for hours around the block waiting to buy their cakes and pastries. He had never seen anything like it. That line continues today, over 20 years later. The love for Dianda's continues to grow.

"In a town where 10 years constitutes 'venerable,' Dianda's is remarkable not just for its longevity and unflagging popularity, but also for its business practices. The Dianda brothers sold the business 3 1/2 years ago, not to a giant chain but to three of its longtime employees, who kept it as a union shop to guarantee employees a retirement pension and health insurance—practically unheard of in this day and age.

"Owner Floyd Goldberg, a veteran baker who has manned the ovens at the Viennese Cake Box, Fantasia, and Eppler's, says the biggest challenge is making sure the quality and flavors are maintained exactly as the family would have done them." Bonnie Wach, San Francisco Chronicle, December 24, 2006.

The mission of Dianda's Italian American Pastry Company has always been to provide people with delicious baked goods. Their baked goods have been a part of celebrations for Bay Area residents and beyond for generations.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Dianda's has participated in the Italian Food Festival in North Beach for 20 years.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Dianda's has been featured in many local publications including the San Francisco Chronicle, San Francisco Magazine and several Mission Local blog posts.

In addition, Dianda's has received the following honors:

- Certificate of Honor, City and County of San Francisco Board of Supervisors, July 7, 2012, signed by Supervisor David Campos.
- Certificate of Honor, City and County of San Francisco District Attorney, July 7, 2012, signed by District Attorney George Gascon.
- Certificate of Honor, City and County of San Francisco, February 12, 2014, signed by Mayor Edwin Lee.

• Certificate of Recognition for 50 Years of Service to the Community, State of California Legislature, July 7, 2012, signed by Assembly member Tom Ammiano (13th Assembly District).

d. Is the business associated with a significant or historical person?

During his time, Elio Dianda was well known in San Francisco.

Senator Diane Feinstein is a fan of Dianda's bakery, as is Congresswoman Nancy Pelosi.

e. How does the business demonstrate its commitment to the community?

Dianda's Italian American Pastry Company has been committed to serving its employees and the greater community from its inception. Dianda's joined the Bakery, Confectionery, Tobacco Workers & Grain Millers International Union of America in 1962 and have continued their tenure as a union shop to this day. The Diandas have always been committed to providing good, union jobs in the heart of San Francisco's Mission District. In addition, when solicited, Dianda's enjoys donating to many local Bay Area organizations. Dianda's has donated cakes, cookies and pastries to dozens of events over the years.

f. Provide a description of the community the business serves.

The average Dianda's customer is comprised of Latino families who live in the Mission District and around the Bay Area. In general, the customers of the business are locals who live near the shop. However, Dianda's has customers from across the Bay Area who will drive between 1-2 hours to visit the San Francisco or San Mateo location to pick up cakes for a special celebration. Dianda's has been in many customers' lives for generations.

In addition, Dianda's has several wholesale customers including Caffe Trieste, Mara's Italian Pastries, Caffe Roma and many Italian social clubs across the Bay Area. These are fellow bakeries that offer products from Dianda's in their own retail shops.

Recently Dianda's has been reaching more San Francisco-based technology companies that are purchasing cakes, pastries and cookies for their employee functions like monthly birthday celebrations. Dianda's is thrilled that after more than 57 years, there are still new people discovering the quality, the authenticity and the deliciousness upon which Dianda's has built its reputation.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The storefront at 2883 Mission Street features an attractive and inviting yellow terrazzo floor entryway that reads, "Elio Dianda & Sons" in red, cursive letters. This is an important character-defining feature of the building and should be preserved.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If the business were to close, it would be devastating to the thousands of customers that Dianda's serves day in and day out. Some rely on Dianda's for their morning pastry, others a weekly treat. Most customers are return customers, and Dianda's has become a fixture for many annual celebrations and rituals. Many of the cakes and pastries that Dianda's specializes in cannot be found anywhere else.

In addition, 30 employees, many of who have been with Dianda's for decades, would be without work.

CRITERION 3

a. Describe the business and the essential features that define its character.

Dianda's Italian American Pastry Company is a bakery that serves freshly made Italian-American inspired cakes, cookies, and pastries.

Dianda's prepares specialty cakes like tres leches, rum, cappuccino, red velvet and strawberry shortcake every day. The baking team also works hard preparing authentic Italian pastries, including their famous cannoli, eclair, tiramisu, Napolean and cream puffs. Dianda's is also known for its diverse array of morning pastries like raspberry rings and bear claws. They are probably most well-known for an item that can be enjoyed at any time of day – the almond torte. This is an almond cake with a thin layer of raspberry jam on the bottom. Finally, Dianda's wouldn't be complete without its assortment of about 50 traditional Italian cookies.

Seasonally, there are special items that are prepared in alignment with different cultural celebrations. For example pan de muerto is a type of sweet bread that is enjoyed around Dia de los Muertos.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The business is committed to maintaining its historical tradition as an Italian-American pastry company.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Dianda's has chosen to maintain the old world charm of its retail location on Mission Street. At this location, the yellow and red terrazzo floor entryway that reads, "Elio Dianda & Sons" should be preserved.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been an Italian bakery for 30+ years is included in this Legacy Business Registry application.




















https://www.sfgate.com/restaurants/article/Today-s-Special-Dianda-s-2482646.php



Today's Special: Dianda's

BONNIE WACH

Published 4:00 am PST, Sunday, December 24, 2006



Photo: Chris Stewart

Chronicle / Chris Stewart

A holiday cookie collection at Dianda's Italian-American Pastry Company, 2883 Mission Street, SF. For Bonnie Wach's 12/24 Today's Special column. Chris Stewart / The Chronicle Ran on: 12-24-2006 Dianda's Italian-American Pastry Co. on Mission Street in San Francisco offers more than 35 kinds of cookies.

Mention Dianda's Italian-American Pastry Co. to any old-school San Franciscan and what inevitably follows is a misty-eyed look of longing, followed by some variation on the phrase "time-honored family tradition" and a rhapsodic rundown of a favorite Dianda's creation. For many, the Mission District's 44-year-old "House of Rum Cake" has also become as synonymous with Christmas in the city as decorated cable <u>cars</u> and Mitchell's eggnog.

"On Christmas Eve, there's a line around the block from morning to night," says Pasquale Dianda, the bakery's semiretired owner emeritus and consultant. "We probably sell 500 St. Honore cakes for Christmas Day, and almost as many almond tortes."

Pasquale and his brothers, Armando and Floriano, inherited the business from their father, Elio, who was a noted pastry chef in Lucca before immigrating to San Francisco in the 1950s and taking over the bakery in 1962.

Elio's Old World cakes and pastries -- pungent rum cakes and custards, light and airy panettone, cream puff-encircled St. Honore cakes, dense almond tortes, napoleons and cannolis, and dozens of varieties of little biscotti -- quickly became holiday staples for the Mission's Italian, German and Irish communities.

"He brought his recipes over with him and tried to make his pastries like he did in Italy. And I think that's the reason the place has been so successful over the years," Dianda says. "We never use powdered eggs or ready mixes, our custard is made by hand, we bake our own sponges every morning -- everything is still made from scratch."

In a town where 10 years constitutes "venerable," Dianda's is remarkable not just for its longevity and unflagging popularity, but also for its business practices. The Dianda brothers sold the business 3 1/2 years ago, not to a giant chain but to three of its longtime employees, who kept it as a union shop to guarantee employees a retirement pension -- practically unheard of in this day and age.

Owner Floyd Goldberg, a veteran baker who has manned the ovens at the Viennese Cake Box, Fantasia, and Eppler's, says the biggest challenge is making sure the quality and flavors are maintained exactly as the family would have done them. If any recipe is tinkered with, if they get anything wrong, they immediately hear about it from their customers, whose ranks include celebrities and prominent politicos. "For the family to trust us to carry on this tradition is a huge responsibility," Goldberg says. "We have a very big reputation to uphold. Just last week (House Speaker) <u>Nancy</u> <u>Pelosi</u> ordered two big Chocolate Delight cakes for a family party."

Everyone's got a favorite Dianda's specialty, but while rum cake and almond torte may top most people's lists, for me it's all about the cookies.

More than 35 kinds of dainty nibblers line the cases on the left side of the store -- a veritable museum of meringues and macaroons, mini biscotti and ladyfingers, butter-spritz cookies and vanilla wafers.

For the uninitiated, the brutti ma buoni ("ugly but good") are an absolute must. Unwhipped nougat-like meringues, chock-full of egg whites and hazel nuts, they manage to be both delightfully crunchy and satisfyingly chewy. Also essential are any of the four varieties of macaroons and the pignoli amaretti (pine nut-almond cookies).

At Dianda's, the traditional Christmas panforte, a rich Italian confection that's a cross between fruitcake and candy, is available in bite-size nuggets, making it more manageable (and less caloric). Palm-leaf cookies, puff-pastry squares, enormous lemon meringues and six kinds of biscotti round out the selection.

While Goldberg and his two partners, Sergio Flores and Luis Peña, have updated a few things to reflect the changing neighborhood, it is Dianda's tried-and-true treats that people are willing to wait hours for.

"You can't get better Italian rum cakes anywhere in the city," Goldberg says. "The first time I saw the line around the block on Christmas Eve, I thought our rum syrup must be a love potion."

DIANDA'S ITALIAN-AMERICAN PASTRY CO.: 2883 Mission St., San Francisco. (415) 647-5469. HOURS: 6 a.m.-6 p.m. Mon.-Sat. and 6 a.m.-5 p.m. Sun. PRICES: Cookies, \$13 per pound; round rum cakes, \$27-\$43; St. Honore cakes, \$12-\$32. https://missionlocal.org/2009/11/diandas-bakery-maintains-its-traditions/



Dianda's Bakery Maintains Its Traditions

By Veronica Moscoso | Nov 17, 2009



Bakers begin work at 2 a.m.

Since his infancy, the strong and sweet smell of freshly baked pastries has invaded the apartment Sergio Flores and his family rented above <u>Dianda's Bakery</u> on Mission Street. His father worked as a baker and as a little boy, Sergio would come down the stairs to be close to his father and spend time with the bakers.

Flores is now 26 but the sweet smell of his childhood remains in his life. The Italian Dianda family, who opened the bakery in 1962, sold it six years ago to his father and two other bakers. Today, the three co-owners still wake up as early as 2 a.m. to bake. Flores remains near his father, working behind the counter.

"I like working here because you see people grow older," the young Flores said, referring to the customers whose loyalty to the bakery has passed from generation to generation.

"My mom has been coming here for 40 years," said Margaret de la Cruz, who remembers her mom buying cakes from Dianda's when she was a little girl growing up in the Mission. Now, de la Cruz, 38, has two little girls of her own and returns to her childhood neighborhood only for the bakery.

When Floyd Goldberg, Sergio Flores and Luis Peña bought the business in 2004, they kept the same employees, the same routines and the same Italian recipes. But they did add a few things.



Co-owner Luis Peña makes cookies.

"We had to add the *Torta de tres leches*," said Goldberg, referring to the light, spongy cake popular among Latin Americans. They also added pecan torts and brownies.

"This is my famous New York Brownie with walnuts," said Goldberg, a Brooklyn native. When asked why it is famous, he said, "I use quality products, fresh walnuts and I do the mix from scratch."

Mina Urrutia, a senior who preferred to keep her age a secret, came all the way from her home in Daly City to buy a *pannetone*. Dianda's has the traditional Italian Christmas cake throughout the year.

"This is my favorite place to buy pastries. I always come here to get something," said Urrutia, who lived in the Mission 50 years ago.

Dianda's tradition is kept by the co-owners, but just in case, Pascuale Dianda, one of the previous owners, still bakes on Wednesdays and Thursdays at 5 a.m.

The 66-year-old started baking when his father Elio bought the bakery 47 years ago. In those days, he said, the Mission was filled with Irish, Italians and Germans. He was only 18, but became his father's trusted right-hand man because unlike his father, he spoke English.

His father left the family's hometown of Lucca in Tuscany after World War II and brought his skills as a pastry chef to America. He bought a bakery that had existed since 1906 - a time when trains still ran through the Mission.

"We worked 70, 80, 90 hours a week," Dianda said, recalling the work it took to succeed.

When the Dianda brothers where ready to sell in 2004, they made it possible for their employees to buy the business.

"Our tradition will be kept with these guys," said Dianda.

Nowadays, the bakery still has the inscription "Elio Dianda & Sons" at the entrance. The walls still have some black and white pictures of Enrichetta and Elio Dianda, the founders who passed away in the 1970s and 1980s.

In one photograph, the brothers Armando, Floreano and Pascuale look young, wearing their white aprons and working with the dough.

"I still get a lot of phone calls at home for orders," said Dianda, who lives in Redwood City. He tells them to call the bakery instead but enjoys being involved.

When the bakery was sold, he agreed to consult and help with administration and accounting for a year. That was nearly six years ago. "They don't want me to go away," Dianda said.

"He is number one," agreed Leean Tuscanelli, pointing at Dianda.

Tuscanelli is the manager and an employee who has been working at the bakery for 30 years. There are other longtime employees who work behind the counter. Mirella Mora has worked for 16 years at the bakery and Maria Gomez for 18 years.

"We knew them when they were not the owners and we got along pretty well," she said referring to the new co-owners.



Pascuale Dianda baked his own 66th birthday cake. It reads "66 and still swinging."

"We are a union shop," said Dianda. The bakery has two unions, one for the bakers and one for the clerks. "That has been my philosophy behind the business, to treat employees well."

"The owners are always motivating us and they are understanding that we have families," said Martin Gallegos, who has been making deliveries for the bakery for four years. He thinks the pastries are delicious and sees a future in his job.

<u>Dianda's Bakery</u>, he said, has yet to experience any layoffs and it's unlikely that there will be any with the holiday season just starting.

"You can see a line of people trying to get in during holidays," said co-owner Goldberg. "During Christmas the line goes all the way to the corner," Tuscanelli added.



Loyal customers choose Dianda's cakes for their parties.

https://sfbay.ca/2012/07/07/diandas-bakery-delights-for-50-years/



Dianda's Bakery delights for 50 years By <u>MILES AQUINO</u> :: SFBay July 7, 2012



If you have lived in the Mission District during the last 20 years, it's almost guaranteed that your birthday cake was bought from <u>Dianda's Italian-American</u> <u>Bakery</u>.

That is, if your family actually loves you.

A solid San Francisco institution since 1962, the Mission Street bakery celebrates their 50th Anniversary on Saturday from 6 a.m. - 6 p.m.

Passionately feeding the masses with deliciously sweet delights, the bakery will be handing out complimentary coffee to rinse down their incredible cream puffs lovingly filled with their infamous rum custard.

Understanding familial, staff and customer loyalties, the story begins with Elio Dianda from Lucca, Italy who opened this bakery 50 years ago with his wife, Enrica.

Pasquale is one of the Dianda sons who inherited the bakery in 1962, along with his brothers, Armando and Floriano.

Having endured long hours working at the bakery in assembly-line and various operations, Pasquale finally decided to sell the business to none other than his long-time bakery sidekicks, Sergio Flores, Luis Jose Peña and Floyd Goldberg. He still comes around on Wednesdays and Thursdays to help with wedding cakes.

Each union employee understands the importance of passion, teamwork and their individual contribution to the enterprise. With his audible Brooklyn, NY accent, part-owner/baker Goldberg smiled and said:

"I came to the Bay Area when I was 21 years old. Back in 1979, I started my career in the food and hospitality business working for <u>Narsai David</u>. He had a restaurant in Berkeley and I learned a lot.

Here at Dianda's, I work with a great team. From my business partners, Sergio and Luis, and the rest of the team, we produce a great product."

Sergio Flores, part-owner/baker, has worked at the bakery for 21 years. In fact, his son, Sergio Flores Jr., works behind the counter serving overly-anxious customers.

Patriarch Flores Sr. started back in 1980 and learned how to make Dianda's secret zabaione recipe, an Italian dessert made with egg yolks, sugar and sweet wine. In Dianda's case, they replace the sweet wine with <u>light rum</u>:

"Sometimes, when a repeat customer asks, we add a little bit more rum for special orders."

It is clear that the bakery is driven by pure passion, especially since the baking crew starts their shift at 2:30 a.m. every day.

Anyone who has had the pleasure of enjoying one or more of their famous Italian rum cakes, almond tortes, St. Honore, Panettone or Tiramisu know exactly what SFBay is talking about.

One can definitely taste it. If it's not the taste, then it is the sweet smell of homemade custard concocted from scratch, right in their bakery.







Melba Bryant, a Dianda's customer for longer than 20 years, raved:

"Back in 1990 when I was a Lowell High School student, one of my classmates had a birthday and we had this unbelievable cake. I asked him where he got it and it was from Dianda's Bakery in the Mission. From then on, every celebration with my family and friends always had Dianda's delicious cakes. We are forever hooked." That's exactly the loyal following that Dianda's draws to this day. Always finding ways to please their customers, Dianda's introduced the Tres Leches cake several years ago to appeal to the Hispanic community.



For Saturday's 50th anniversary, the Dianda team made over 1,000 cream puffs to give away all day, along with a cake cutting with Narsai David at their 2883 Mission Street location scheduled at noon.

Also serving free cream puffs and coffee is their sister bakery located at 117 Crystal Springs Shopping Center in San Mateo, CA. Both <u>locations</u> are open seven days a week. https://sanfran.com/cakes-and-colonization



On Cakes and Colonization

Ruth Gebreyesus | February 15, 2019 | Food & Drink Story Eat and Drink



My family's move from Ethiopia to the United States was cause for celebration. We arrived in San Francisco on a bright Sunday in June nearly two decades ago and made our way east across the Bay Bridge to our new home in Richmond—where aunts, uncles and family friends welcomed us with a bountiful spread of injera and rich Ethiopian stews.

When the time came to have dessert, my relatives brought out a large cake covered in whipped cream frosting with powder-blue flowers piped along its edges—a rum torte from Dianda's Bakery, an Italian-American pastry shop in the Mission, I later learned. But I would have believed it if someone told me the cake had arrived straight from Ethiopia, just like me. After all, this was the same Italian rum torte that was served at all my childhood birthday parties in Addis Ababa, at every holiday gathering at my grandparents' house and on countless weekends when there was nothing in particular to celebrate besides the occasion of having cake. Or it tasted the same, anyway.

In the years since, cakes from Dianda's have been a constant presence at almost all of my family's celebrations. And we're not alone. The bakery is a beloved institution in the Bay Area's Eritrean and Ethiopian communities—our go-to dessert spot for birthdays, New Year's parties and even weddings. The history of how Italian bakeries came to be a source of nostalgia and comfort for East African families like mine is a complicated history. The clearest part of it is rooted in pure wickedness: Italy's encroachment into present-day Eritrea began in the late 1880s, with Italy eventually taking colonial control—a regime that stretched until 1947. During that time, Italians descended upon the capital city of Asmara, transforming it into La Piccola Roma, a little Rome built by the labor of Eritreans who were forbidden from patronizing the new wave of Italian cafes due to racial segregation. In 1936, Italy crept farther south, carrying on a bloody occupation of Ethiopia that lasted for five years under Benito Mussolini's fascist regime. During that time, Italian-owned businesses burgeoned in Addis Ababa—especially auto garages, restaurants and bakeries.

The remnants from those Italian decades appear in both countries in varying degrees. On the culinary front, it's apparent in our partiality to pasta dishes such as lasagna. As writer Hannah Giorgis wrote last May in online cooking magazine Taste, Ethiopian and Eritrean versions of lasagna are a "culinary rebellion," adapted to fit our palate with spices like berbere. But when it comes to sweets, our preferences lie loyally with traditional Italian cakes and pastries. In fact, neither country has an indigenous dessert of which to speak. Instead, you might find tiramisu listed as the dessert option at an Eritrean restaurant.

It's this craving for Italian sweets that has led countless Eritrean and Ethiopian expats to Dianda's ever since the first large wave of East African immigrants came to the Bay Area in the 1970s. With its old-fashioned glass counters and uniformed clerks, the place even looks like the Italian bakeries that many East African patrons grew up with back home. Husband and wife Elio and Enrica Dianda started the bakery in 1962 with recipes from their hometown of Lucca, Italy, and not much has changed since. Specialties like Napoleon slices, palmines and jam-lined almond tortes have filled the bakery's display cases for decades. "We're very old-school. We try our best to keep up the tradition," says co-owner Floyd Goldberg, who along with fellow longtime Dianda's employees Sergio Flores and Luis Peña bought the business 16 years ago.

The most arduous part of that tradition is making the custard that's used in many of Dianda's cream-filled pastries and cakes. "We make it from scratch. Whole milk, eggs, sugar, fresh vanilla," Goldberg explains. "You bring the milk to a boil—and we don't use cornstarch; we use flour—so you have to cook it out." The resulting custard is substantively different, even from the versions you'll find at other Italian pastry shops around the city. It's perfectly smooth, tinged with the warmth of vanilla and rum. The only other custard I've tasted that's similar is the one at Enrico's, my family's favorite bakery in Addis Ababa.

Enough of the Bay Area's sizable Eritrean and Ethiopian expat community has patronized Dianda's over the past several decades for Goldberg to take notice of this somewhat surprising core customer base. (In fact, while I was waiting to speak to him, a young East African man came in for a pastry.) "I got the story from a lot of the clientele coming from the East Bay. Very, very good customers," he tells me in his heavy Brooklyn accent. "Most of the time you get the milhojas. Or you get a lot of rum cakes.... very popular! So we know when your holidays are." His East African clientele rarely buy only one dessert, Goldberg explains. He's right: In my family, we almost always buy the cakes two at a time.

But after yet another year of holidays marked with Dianda's rum tortes, my community's loyalty to Italian desserts started to gnaw at me. How could I, and so many others, find comfort in foods whose entry into our culture was so violent and cruel? Why do we still

hold on so proudly and strongly to Italian customs? I called Giorgis, the author of the story about Ethiopian and Eritrean lasagna, to see if she shared the same discomfort. "Is the project of decolonizing our cuisine, is that one that ends with removing all Italian influences? Or is it an understanding that for me, the association of those things is going to be with home and Ethiopian people? That, for me, in recent years, has become enough," Giorgis said. "When I think about tiramisu, I don't think about [Italy]. I think about celebrations with family."

My mother, whose love of the almond torte at Dianda's is well-documented, put it this way: "[Those who died], their strength and their courage, I carry that with me. But I can't think of the evil every day. If you hold on to that part, where does it take you?"

That Sunday, when we first landed in America, my family was greeted by waves of new customs that demanded a tiring alertness. At our new apartment, surrounded by familiar faces and food, we were finally able to relax and begin the long process of trying to make a place for ourselves here. My first bite of the Dianda's rum torte was no different. It was a bittersweet reminder that someplace like home can exist here too.2883 Mission *St. (near 25th Street), 415.647.5469*

Read the author's recommendations for what to order at Dianda's <u>here</u>. Originally published in the February issue of San Francisco

Dianda's Italian American Pastry Co

Best of Bakery

Review Highlights - "Top-quality pastries . . the best place for fresh-tasting cakes in San Francisco. Fresh ingredients; fast service; delicious cakes!" "Just about anything in the case that looks good is at least three times as good as it looks, at half the price you'd expect." "If you long for an exquisitely prepared Italian pastry, drop by Dianda's . . . the kind of bakery dreams are made of."

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CERTIFICATE OF HONOR

Service and a service and

DISTRICT ATTORNEY GEORGE GASCÓN CITY AND COUNTY OF SAN FRANCISCO

Presented To Dianda's Italian American Pastry

"IN HONOR AND RECOGNITION OF YOUR 50TH ANNIVERSARY AND IN APPRECIATION FOR YOUR CONTRIBUTIONS TO YOUR COMMUNITY. CONGRATULATIONS."



GEORGE GASCÓN, DÍSTRICT ATTORNEY CITY AND COUNTY OF SAN FRANCISCO

Certificate of Honor BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco bereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by

Dianda's Italian American Pastry

For creating delicious pastries of the highest quality and freshness for the past 50 years; for bringing smiles to the faces of all those that dive into your St. Honore cakes, cookies and Panettone; and for forming a special part of the traditions, memories and celebrations of families throughout the Mission, San Francisco and the Bay A⁺, ¹⁴ere's to another 50, years!

The Supervisor David Campos

July 7, 2012



CERTIFICATE OF RECOGNITION

Presented to:

Dianda's Italian American Pastry Company

50 Years of Service to the Community

In recognition of your outstanding service and dedication to the San Francisco Community for the past 50 years; and in deep appreciation of your delectable and exquisite food which has enhanced the quality of pastries for everyone in our community.



Assemblymember Tom Ammiano 13th Assembly District July 7, 2012



The City and County of San Francisco



Presented To

DIANDA'S I DBRUARY 12, 2014

WHEREAS, on behalf of the City and County of San Francisco, I am pleased to recognize and honor Floyd Goldberg of Dianda's for your generous support of the Winter of Love event. Your efforts significantly contribute to equality and justice in our City and will continue to benefit many generations to come. Congratulations and best of luck on all your future endeavors!

> THEREFORE, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Edwin M. Lee

Edwin M. Le Mayor



CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR



Application Review Sheet

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By: LBR-2019-20-026 New Delhi Restaurant 160 Ellis Street District 6 Ranjan Dey, Chef and Owner December 9, 2019 Supervisor Matt Haney

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? <u>X</u> Yes <u>No</u>

160 Ellis Street from 1988 to Present (31 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? <u>X</u> Yes <u>No</u>

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? <u>X</u> Yes <u>No</u>

NOTES: N/A

DELIVERY DATE TO HPC: December 18, 2019

Richard Kurylo Program Manager, Legacy Business Program





December 9th, 2019

Regina Dick-Endrizzi, Director San Francisco Small Business Commission 1 Dr. Carlton B. Goodlett Place, Room 110

Dear Director Dick-Endrizzi,

I am proud to nominate New Delhi Restaurant located at 160 Ellis St for the Legacy Business Program.

Since opening under owner Ranjan Dey in 1988, New Delhi restaurant has been a gathering place for SF locals looking for delicious and authentic Indian cuisine and has served as an important fixture to the Bay Area Indian community.

Please contact Ranjan Dey at 415-816-4068 / ranjan@newdelhirestaurant.com to inform them of their nomination.

Thank you for your consideration.

Sincerely,

Matt Haney

14th

Section One:

Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:	
New Delhi Restaurant	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stal	ke in the business):
Ranjan Dey	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
160 Ellis Street	(415) 397-8470
San Francisco, CA 94102	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.newdelhirestaurant.com	
FACEBOOK PAGE:	
www.facebook.com/NewDelhiRestaurant	
TWITTER NAME:	
@NewDelhiSF	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Ranjan Dey	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Chef and owner	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0173398	
SECRETARY OF STATE ENTITY NUMBER (If applicable)	le):
C1501386	

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
160 Ellis Street	94102	November 3, 1988
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
☑ Yes □ No		1988 to Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End
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ZIP CODE	DATES OF OPERATION
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OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
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OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

Application

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

RANJAN K DE" Name (Print):

NEW DELHI RESTAURANT Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

New Delhi Restaurant located at 160 Ellis Street was opened by Ranjan Dey on November 3, 1988. The restaurant is located in the ballroom of the former Hotel Ramona, built in 1914, two blocks from Union Square. The dining room is a grand dame, decorated like a Maharaja's private banquet room with beautiful ornate pillars, exposed brick and a handmade Italian tiled floor. Dining at New Delhi Restaurant is an experience combining the unique taste, exquisite flavors and a sense of being "dropped into India."

Ranjan started his career in the food business at the age of 14 at Calcutta's Park Hotel as a vegetable cutter. After finishing high school, he graduated from the Institute of Catering Technology, Hotel Management and Applied Nutrition. During his studies, he kept part-time evening jobs in different hotels. After graduation, he worked at the Grand Hotel and the Great Eastern Hotel in Calcutta before moving to New Delhi where he worked in the Akbar Hotel and Hotel Janpath. Ranjan spent two years as a senior chef in the kitchens of the Maurya Sheraton Hotel in New Delhi before moving to Hong Kong.

It was while he was working at Viceroy of India that Ranjan met "the girl next door" – literally. Kodi Gamble, from Caldwell, Idaho, was the daughter of a retired U.S. Navy senior chief. Her parents were part owners of the Prince of Wales Pub located next door to Viceroy of India. Kodi and Ranjan eventually got married in 1985.

Ranjan's urge to own his own restaurant was strong and, on January 20, 1984, he opened the first New Delhi Restaurant at 62 Granville Road, Tsimshatsui, Kowloon. In 1985, the restaurant moved to a bigger, new home in Kowloon on the mezzanine floor of 52 Cameron Road. In very little time, the first of his New Delhi Restaurants had become a successful operation, so Ranjan moved across the harbor and opened the second New Delhi Restaurant in June of 1986 on the ground floor of Bank of America Tower, Central, Hong Kong. His third venture, the Indian Curry Club opened in 1987 in the basement of the Tsimshatsui Center, 66 Mody Road, Kowloon.

Ranjan and Kodi created a total of four New Delhi Restaurants in Hong Kong and Bangkok. Following the birth of their first child, Sarah, on July 4, 1987, they decided to settle in the United States – Kodi's home country – to give their daughter a strong sense of identity. They planned on consolidating their businesses into one restaurant in their city of residence. Ranjan and Kodi conducted a nationwide search for a new home, including Honolulu, New York, Chicago, San Francisco, Los Angeles and San Diego. San Francisco was an instant hit! They fell in love with the city's beauty, people, culture, history and international outlook. The current New Delhi Restaurant opened with great fanfare in November 1988 and has been open ever since.

From the first day, New Delhi Restaurant has been a gathering place for colorful San Francisco locals, visiting celebrities and a hub of the Bay Area Indian community. Former Mayor Art Agnos cut the ribbon on opening day, and it has been a San Francisco fixture ever since.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Operations took a brief hiatus in 2002. New Delhi Restaurant closed for eight months for Citymandated structural retrofitting following new building ownership by the Tenderloin Neighborhood Development Corporation. During this time, Ranjan traveled to India and created the documentary television show "My India with Ranjan Day" – a culinary cultural travel adventure highlighting the food and people of India. Episodes can be found on YouTube.

c. Is the business a family-owned business? If so, give the generational history of the business.

The business is technically not "a family-owned business," defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Ranjan Dey is the sole owner of the business.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of the business is as follows: 1988 to Present: Ranjan Dey

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building that houses the business is classified by the Planning Department as Category B, No Historic Resource Present / Not Age Eligible,) with regard to the California Environmental Quality Act.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

New Delhi Restaurant is located in the Theatre District of San Francisco, two blocks from Union Square on the edge of the Tenderloin. Many theater patrons start or end their evenings with dinner and a smart cocktail at New Delhi Restaurant. The restaurant has served countless theater stars and casts of shows from Stomp! to Wicked. Its central location means that elegant arts patrons can fill the bar and dining room early in the evening. Cooks and hotel staff from the surrounding neighborhood enjoy stopping in for an after-shift drink later in the evening.

Named one of the finest Indian restaurants in the United States by *The New York Times* and featured on the Galloping Gourmet television show, New Delhi Restaurant continues to garner acclaim. Decorated like a Maharajah's ornate banquet room, the restaurant serves food made from recipes culled from the royal Indian menus dating back 300 to 400 years using the freshest local ingredients. Chef and owner Ranjan Dey, star of PBS show – "MY INDIA" creates daily specials with his six gourmet spice blends, available nationwide in gourmet specialty stores under the name New World Spices.

New Delhi Restaurant has long been a hub for the Indian community for gathering and discussing social issues such as advocating for LGBTQ rights, for political and community fundraisers, for workshops, for keynote speeches with celebrity guests and for celebrating personal milestones like birthdays and anniversaries.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

New Delhi Restaurant was opened by San Francisco Mayor Art Agnos on November 3, 1988. Since then, many famous politicians have crossed its threshold, including Governor Pete Wilson, Governor Jerry Brown, California State Senator Milton Marks and Mayor Willie Brown. In 1992, Bill Clinton made New Delhi Restaurant a presidential campaign stop to reach out to the Bay Area Indian community. He returned during his re-election campaign in 1996. U.S. Senator Kamala Harris has hosted fundraisers and meetings at New Delhi Restaurant, along with many local San Franciscan politicians, including Mayor London Breed.

New Delhi Restaurant has been the host of several Indian community events to bridge gaps and provide a stage for the city commissioners, supervisors, consulates and many community and trade organizations. New Delhi Restaurant has also hosted neighborhood planning meetings

and committees for the Tenderloin Neighborhood Development Corporation's Tenderloin After-School Program.

Every year, the Ministry of Tourism, Govt. of India collaborates with New Delhi Restaurant to hold events to explore bilateral tourism incentives. New Delhi Restaurant is also the headliner to promote Indian wedding catering and Indian corporate events to over 200 venues by putting together educational events for the National Association of Catering Executives (NACE), International Live Events Association (ILEA), Wedding Industry Professionals (WIPA) and many more.

After the 1989 Loma Prieta Earthquake, New Delhi Restaurant volunteered to provide food for fire fighters.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Ranjan and New Delhi Restaurant have been featured in 7x7 Magazine, The New York Times, the San Francisco Chronicle, the San Francisco Examiner, the San Francisco Bay Area Guardian and India West. New Delhi Restaurant and Chef Owner Ranjan Dey have received numerous awards and gold medals for excellence in Indian cuisine and spice blends.

d. Is the business associated with a significant or historical person?

New Delhi restaurant is a favorite spot of many Indian celebrities. On any given day you may be dining next to a spiritual guru like Dr. Deepak Chopra, a Silicon Valley mogul, famous Indian film stars or Miss Universe. New Delhi Restaurant's appeal reaches non-Indian folks as well: Steve Jobs, Anthony Hopkins, Dianne Feinstein and Nancy Pelosi have all dined at New Delhi Restaurant. Julia Child, Martin Yan and Chef Sanjeev Kapoor have all stopped at the restaurant, hosted events and spent evenings over dinner and wine with owner Ranjan Dey.

Several other groups have significant ties to New Delhi Restaurant: Non-Stop Bhranga, a San Francisco-based Indian dance troupe, had their first public performance in New Delhi's dining room; the South Asian Bar Association held their first meeting at New Delhi Restaurant; and the Gulabi Gang, an Indian group that provides support and protection for women who are victims of domestic violence, held their first American fundraiser at New Delhi Restaurant. Since then, several chapters of Gulabi Gang have formed in the Bay Area and in other parts of the United States.

One of Ranjan's private projects is what he calls "The Celebrity Chair Project." When celebrities visit New Delhi Restaurant, they writes their names on the underside of their chairs before they leave. A few chairs have more than one name. Over the years, the list has grown to over 50 names and includes diverse range of people from Lee Jacocca to Herb Caen to Walter Cronkite.

e. How does the business demonstrate its commitment to the community?

New Delhi Restaurant has been a supporter of over 500 different local charities and nonprofits since the very beginning. In 2007, they began their partnership with the Tenderloin After-School Program and created Compassionate Chefs Cafe. CCC is the nonprofit arm of New Delhi Restaurant; it passes on 100% of funds raised to the kids across the street in the Tenderloin After-School Program and also to children across the ocean in the Gandhi Ashram in Ahmedabad, India. Their mission to help kids from lower incomes become citizens of the world through music, cultural exchanges and connections with ongoing programs.

Ranjan, Kodi, and New Delhi Restaurant are also the part of the creative team behind the annual Spring India Day in Union Square. Spring India Day was created to experience the food, culture, arts and enthusiasm of India. Spring India Day 2020 will be May 30th, marking the sixth year anniversary.

f. Provide a description of the community the business serves.

The community that New Delhi Restaurant serves is extremely diverse, ranging from the executives at Twitter's nearby office to the hospitality workers from the many hotels in the area. New Delhi Restaurant has long been a home to travelers and local alike. The main goal of New Delhi Restaurant has been, and continues to be, to bridge the divides of culture, class, race and gender in order to create a sustainable and welcoming community and dining experience for all.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

New Delhi Restaurant has been occupying the same location for over 30 years. That continuity of stewardship has allowed the historical dining room and bar to be preserved and maintained just as it was when the former Hotel Romona was in its prime. The hotel was built in 1914 and is considered a historical landmark in its own right.

Patrons can find New Delhi Restaurant from the street by looking up and seeing the four-story high, sky blue New Delhi mural on the side of the building. Once inside, they will be able to walk on the imported Italian marble floor. The handmade marble tiles were brought from Florence, Italy, installed in 1914 and lovingly maintained ever since.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If New Delhi Restaurant were to close, the community would lose a valuable gathering place. There is no physical neighborhood associated with Indian citizens in San Francisco (e.g., Chinatown, Japantown or North Beach). New Delhi Restaurant has filled that void at various points over the decades and delights in the opportunity to continue to do so. If the restaurant closed, there would be a loss of community, a loss of support for the children of Compassionate Chef's Cafe and the end of a three-decades-long meeting spot for Indian and non-Indian communities of San Francisco and the Greater Bay Area. New Delhi Restaurant is a cultural cornerstone that has elevated the cultural narrative of the Indian community and the understanding of what an Indian restaurant can be. It shows the younger generation that Indian cuisine can be a part of high society and that the possibilities are endless.

New Delhi Restaurant is one of only a few fine dining Indian restaurants in San Francisco. Losing it would leave a significant gap in that culinary area. New Delhi Restaurant houses over 200 unique recipes that were created by Ranjan. If the restaurant were to close, they would be lost.

Over a dozen jobs would be lost should New Delhi Restaurant close. Ranjan and New Delhi Restaurant have been an important training ground for many hospitality students, helping to create the next generation of food and beverage industry employees. Several of the employees have worked there for over 26 years and would be affected the most.

CRITERION 3

a. Describe the business and the essential features that define its character.

New Delhi Restaurant has been committed to presenting Indian food and hospitality to their guests since the very beginning. As soon as a guest opens the door, they are enveloped in the aromas and sounds of India. The bar leads to a large, spacious dining room decorated with portraits of Indian maharajahs and fine art depicting scenes from the "Madhushala" or "House of Wine" poems. Owner Ranjan Dey's life goal is to "infect his guests with the spirit of India," and the restaurant represents this philosophy in every way.

New Delhi Restaurant is the prime source for planning and executing a beautiful Indian wedding. For over 30 years, the restaurant has been host to many significant weddings and events held in San Francisco. New Delhi Restaurant specializes in both on-site and off-site catering, with exclusive relationships at The Ritz-Carlton Hotel, Four Seasons Hotel, Fairmont Hotel, Westin St Francis Hotel and St. Regis Hotel and working relationships with many downtown hotels. New Delhi Restaurant specializes in regional Indian Cuisine from Punjab, Kashmir, Goa, Bengal, Hyderabad and Gujrat and have detailed knowledge of planning different religious wedding menus.

In addition to wedding and event planning, New Delhi Restaurant is the only Indian restaurant in San Francisco with the ghost chili on its menu. The chili is an Indian specialty and has the highest recorded spice level.

New Delhi Restaurant is also the home of New World Spices - Ranjan's boutique spice company. One of the highest compliments that can be paid by any dining customers is a request for a recipe. One of the difficulties in recreating Indian dishes at home is the masala, or mixture of spices. Occasionally customers have been gifted with an envelope of seasonings for a particular dish. Ranjan has gotten reports of successful dinner parties and one amusing letter from a longtime guest from Hong Kong. He opened his suitcase upon arriving home to find everything covered in a rather pungent, fine, orange dust. Now, every time he travels, he thinks of New Delhi Restaurant. This customer dedication led to the debut of New Delhi Restaurant's line of Gourmet Indian Spices on October 15, 1990. These hand-mixed Indian spice blends were inspired by the favorite dishes of many royal families in ancient India and created in the kitchen of the New Delhi Restaurant by Ranjan Dey. A gift pack of this uniquely San Francisco memory is available at the restaurant to take home.

New Delhi Restaurant is also available for private dining and events. It has been host to many significant meetings and events held in San Francisco. Its grand interiors lend character and ambiance to any type of intimate events. It's also a great venue for rehearsal dinners and spousal programs. The Indian Traveling Table is a Culinary, Cultural and Travel Adventure and is a hit with associations and corporations. It is a significant part of the community diversity program and a great team builder. If the event will be larger, New Delhi's dining room can accommodate up to 225 guests for standing cocktail receptions.

New Delhi Restaurant's most recent accolade was being included as an Airbnb San Francisco Experience, which highlights unique locations and activities in the San Francisco Bay Area. Visitors can book a private cooking lesson and dinner with Ranjan in New Delhi's kitchen.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

New Delhi Restaurant has a dedication to the craft of Indian food and always will. The menu began as traditional northern Indian and has evolved over the years to represent both the wider Indian culinary cultural and the changes that have occurred both here and in India. Ranjan offers cooking classes to help promote the cuisine of India along with selling his custom curry spice blends for home cooks. Indian cuisine is at the very heart of New Delhi Restaurant. There is a deep connection with Indian heritage through the food, recipes, spice mixes and empowerment of the Indian community. The restaurant should continue to maintain these ideals that uplift and center the Indian communities of San Francisco.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The physical location of New Delhi Restaurant is located in the ballroom of the former Hotel Ramona. The front of the building is painted saffron yellow with Indian motifs and a large skyblue mural is painted on the outside wall facing toward Stockton Street. Inside, there are several murals and artistic touches that were created by noted San Francisco artist Kenneth W. Cook. These have been touched up and added to by the original artist over the years. The floor of the dining room is 19th Century hand-poured tiles imported from Italy. The original exposed brick can be seen on one wall and tall Louis XVI-style gold-capped pillars from the ballroom days divide the room. The overall structure was retrofitted for earthquakes in 2002, but great care was taken to maintain the classic look and feel of a maharajah's private banquet hall.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.














We Invite You to Join Us in Celebrating

The Grand Opening of The New Delhi Restaurant

FESTIVITIES WILL BEGIN AT 5:00 P.M. ON THURSDAY, NOVEMBER 3RD, 1988. Please Join Us For Complimentary Champagne & Hors D'Oeuvres From 5:00 P.M. to ?

> The New Delhi Restaurant 160 Ellis Street San Francisco, Ca

> > (415) 397-8470

LOOKING FORWARD TO SEEING YOU.

Valet parking available.



Cutting the ribbon at the New Delhi Restaurant grand opening, Nov 8, 1988. Left to Right: Karen Singh, Mayor Art Agnos, Sarah Dey, Darshan Singh, Ranjan Dey.

WEDNESDAY FOCUS

THE PROGRESS C1 NOVEMBER 9, 1988

Take the wine-train — with some vegetables



NEW DELHI — The Consul General of India, K.K. Rana celebrated with Ranjan Dey the opening of Dey's restaurant, the New Delhi Restaurant at 160 Ellis St. The New Delhi menu is highlighted with recreations of sixteenth and seventeenth century recipes favored by famous kings of India.



President Bill Clinton, Ranjan Dey, Kodi Dey and Sarah Dey during Clinton's 1992 presidential campaign. New Delhi Restaurant was the host of a meeting between between Clinton and the Indian community of the Bay Area.



ONLY IN S.F., sort of more or less: A worldclass Dixieland band playing in an East Indian restaurant in the Tenderloin. That was Fri. night at the New Delhi, which was packed with toetappers and fingersnappers, among them a cherubic Walter Cronkite, a great fan of Frisco Jazz. The moments he spent playing washboard with Turk Murphy at the dear departed Earthquake McGoon's were "the high point of my life, to date," said the Cronk. The band, the Minstrels of Annie St., had a wonderful sound, from cornetist Bob Schultz's Muggsy Spanier wah-wah to the rich tuba of Bill Carroll ... By the way, Cronkite and his wife, Betsy, killed some wkend time here by catching the movie "JFK," which Walter denounces as "awful, terrible — I almost walked out of it." He was appalled to find himself playing a part in it — via a newsclip of his assassination coverage - and vows to protest to CBS.

POLLSTER Merv Field is back from the annual Gridiron Dinner roast in Wash., D.C. (Dirty Checks?), where an H. Ross Perot character said "I also have an 800 number — I won't accept any individual contribution over \$1 million." Gov. Ann Richards of Texas: "I'm thrilled to see Peter Jennings here tonight. I've had a crush on him longer than he's had one on himself." Pres. Bush, good sport he, did a Johnny Carson Carnac the Magnificent number with Marlin Fitzwater as Ed McMa-

TUESDAY, MARCH 31, 1992



THE WORLD SMALLEST AND LIGHTEST brought to you by Sony features: Hi-fi stereo so zoom, world clock, 3-lux illumination, travel cli erase head for glitch free transitions, digital sup #CCDTR51. Reg. 999.00, price break 899.00*





APPETIZERS



- 1. Papadums Lentil wafers with pepper studs
- 2. Samosas Two turnovers filled with lightly spiced potatoes and peas
- 3. Onion Bhaji Lightly spiced onion rings
- Chili Cheese Pakora Spiced paneer and green chili-lentil fritters
- Assorted Tandoori Platter Combination of chicken tikka, seekh keebab, and tandoori prawn

- New Delhi Dal Soup Our chef's creation with blends of yellow lentils and flavor spices
- 7. Bay Special House specialty shrimp chowder
- 8. Condiment Tray

Grated coconut, raisins, almond flakes, broken cashew, mango chutney, mix pickle, onions, and lemon

9. Mint Chutney

A light, refreshing dipping sauce made with mint

10. Tamarind Chutney

A popular sweet and tangy sauce made with tamarind





25 years later, cutting the ribbon at the New Delhi Restaurant 25th anniversary, November 2013 . Left to Right: Jane Kim, District 6 Supervisor; Mayor Art Agnos holding Jesse Conroy: Sarah Conroy-Dey; Darshan Singh; Ranjan Dey; Shawn Conroy and Kaitlin Dey.



Secretary of State Hillary Clinton and Ranjan Day during her 2016 presidential campaign.



New Delhi Restaurant's 30th anniversary in 2018 . Left to Right: Kodi Dey, Mayor Ed Lee, Ranjan Dey, Sarah -Conroy-Dey, Shawn Conroy, and assorted grandchildren.



Campaign staff member, San Francisco Mayor London Breed and Ranjan Day at a campaign fundraiser for Mayor Breed hosted by New Delhi Restaurant.



Senator Kamala Harris and the staff of New Delhi Restaurant following a fundraising event for Sen. Harris' presidential campaign.

San Francisco's Oldest Indian Restaurant With A Historical Legacy!



Over 2 Million Guests Served & Over 2000 Events Catered



Ranjan K. Dey <u>ranjan@newdelhirestaurant.com</u> 415-816-4068 160 Ellis Street, San Francisco CA 94102





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Once Upon A Time...

... there was a young man from Calcutta who seemed to be born with a spoon in his hand - along with a desire to be hosting the party.

Chef Ranjan Dey comes from a long line of open-hearted people who believe the kitchen is the heart of the home and the center of the action. When he was a child in Calcutta, his mother would often be in the kitchen cooking for friends and relatives. He spent many happy hours tagging after her in the kitchen.

Ranjan's father, Rabindra Chandra Dey, was an Indian broadcast journalist and their home was often the gathering place for Indian media figures. Where else to settle in and chat but in the kitchen? After all, the food is already there.

When Ranjan was 14, he got an after school job at the Calcutta Park Hotel to pay for all the



necessities a teenage boy needs. The big job: kitchen "handy boy", which meant scrubbing pots, peeling vegetables and doing whatever odd work was needed. The hours spent deep in the belly of the hotel kitchen sparked an interest that continues to this day. Ranjan was accepted to the Institute of Hotel Managment, Catering Technology and Applied Nutrition. Over 4000 applied, 40 were accepted and 28 graduated in 1977.

After working at several hotel chains and being part of the opening team



for ITC Hotel Chain, Maurya Sheraton, Ranjan left for an opportunity in Hong Kong. Soon Ranjan was working all over Southeast Asia.

While working in Hong Kong, he met the next door American girl Kodi Gamble - who was working at the Prince of Wales pub, right next to the Viceroy of India restaurant, which Ranjan was managing. Kodi and Ranjan married and moved to the United States in 1988. Since that time, Ranjan has continued

the tradition of his family by turning New Delhi Restaurant into an extension of his childhood kitchen in India. All are welcome to chat, sip tea and be part of his global Indian family.

A Piece of San Francisco's Legacy



New Delhi Restaurant is in the process of being declared a "Legacy Business" of San Francisco. New Delhi Restaurant is the oldest, continually operating Indian restaurant in the San Francisco Bay Area. It has been serving guests from around the world in the same location for over 30 years. Over 2 million guests have been served and over 2000 events catered.

New Delhi Restaurant is located in a historic building in downtown San Francisco.



New Delhi Restaurant is located in the ballroom of the former Hotel Ramona, built in 1914 - over 100 years ago. The dining room is a grand dame, decorated like a Maharaja's private banquet room with beautiful ornate pillars, exposed brick and a handmade Italian tiled floor. Dining at New Delhi Restaurant is an experience combining the unique taste, exquisite flavors and a sense of being "dropped into India".



Recognitions and Accolades



As part of New Delhi Restaurant's continuing 30 year legacy, we were honored with special recognitions from the San Francisco Board of Supervisors, the California State Assembly, the California State Senate, the Mayor of San Francisco and the United States Congress.

A Large and Loyal Customer Base



New Delhi Restaurant has over 28,000 contacts in our email database. In addition, our social media reaches over 15,000 guests and partners.



New Delhi Restaurant is the top recommended Bay Area Indian restaurant by over 300 local concierges and over 200 doormen from over 100 area hotels. We also have connections with local taxi companies, Uber and Lyft drivers, along with local downtown merchants.

New Delhi Restaurant is the preferred Indian caterer for over 150 Bay Area venues. It is also deeply connected with over 5000 catering and event professionals around the Bay Area and Northern California.

Giving Back

Since 2007, New Delhi Restaurant has been helping the kids of Compassionate Chefs Cafe. We help underprivileged kids right across the street at the Tenderloin After School Program as well as kids across the ocean in the three

biggest slums opposite the Gandhi Ashram in Ahmedabad, India. We help connect the kids with each other through several ongoing programs, helping them to become citizens of the world.

♦ Over 300 Non-Profits supported



♦ Over \$350,000 in-kind donations

COMPASSIONATE CHEFS CAFE

- ♦ Over \$150,000 cash donations
- Birthplace of over 40 art, culture and community non-profit organizations
- ♦ Over 5000 people served though Compassionate Chefs Cafe
- ♦ Over 600 community events supported
- ✦Mentorships provided to over 200 enterprises and entrepreneurs



New Delhi's Contribution to the Community



Helping kids across the street and across the ocean become citizens of the world.



Over 600 community events supported.



Birthplace of over 40 non-profit, community, arts and cultural organizations.



Over 5000 served though Compassionate Chefs Cafe.

Our 400 year-old recipes are prepared fresh every day.

If you're looking for something new, try recipes four centuries old. Like Murg Akbari. An exotic preparation of chicken with dried fruits, simmered in a delicious sauce of herbs and spices. Or how about something a bit more modern. Like our luscious Tandoori barbecues, freshly prepared in a clay oven imported all the way from India. Served with a wide selection of fine wines. And rest assured, all of our exquisite dishes are prepared fresh. Daily. Using only the very freshest ingredients. So if you're looking for something new, discover the New Delhi Restaurant. And experience four hundred years of great laste.

> Restourant and Bar 160 Ellis Street, near Union Square, San Francisco (415) 597-8470

The Kind of Indian Restaurant Columbus was searching for.

Not to go off the deep end, but you don't have to go clear around the world to discover the best Indian cuisine around. Because The New Delhi Restaurant is right here. In downtown San Francisco. Dine like a Maharaja on a wide array of exotic delicacies. Like Kofta Shah Jahani, a delicious preparation of stuffed meatballs simmered in Kashmiri herbs and spices. Or Tandoori barbecues, freshly prepared in a clay oven imported all the way from India. So tonight, head for The New Delhi Restaurant. Unlike Columbus, you'll be heading in the right direction.

> 160 Ellis Street, near Union Square, San Francisco (415) 397-8470

New Delhi Restaurant's Original Ad Campaign



For as little as \$12, dine like a Maharaja. On a luscious array of exotic delicacies. Like Chicken Masala or Keema Mattar. So if you're looking for authentic Indian cuisine, look no further than the fare at the New Delhi Restaurant. You'll be saving a lot more than just a trip around the world.

> 160 Ellis Street, near Union Square, San Francisco (415) 397-8470

Wild Indian discovered in downtown San Francisco.

Go ahead. Explore the sublime and the unusual at The New Delhi Restaurant—one of San Francisco's most extraordinary dining spots. Where else can you enjoy Indian dishes that are every bit as fresh as they are imaginative? Like Tandoori Shrimp, deliciously char-grilled in imported herbs and enter the the the state the set of the

spices. Or a Chicken Masala that's the furthest thing from tame. But regardless of what you order, we promise you'll be wild about it.



160 Fillis Street, near Union Square, San Francisco (415) 397-8470

Authentic Flavors of India with New World Spices



New World Spices was created in response to customer requests for Indian spices they could cook with at home. Prior to the development of New World Spices, Ranjan would occasionally share his blends with certain valued customers. One reported trouble at airport customs when a baggie of curry opened in his luggage, resulting in bright orange laundry. This customer dedication was the inspiration for New World Spices!

New World Spices Product Range



A sample of the range of products offered under the New World Spices umbrella.

Key Loyal Staff

Continuity and long term commitment as a team.



The core staff of New Delhi Restaurant have worked together for between 15 and 25 years! Together, they account for over 95 years of loyalty to New Delhi Restaurant and their guests.



About Chef Ranjan Dey

Chef Ranjan Dey of New Delhi Restaurant likes to say that his passion is "to infect everyone with India." To achieve his goal, he has launched a fine dining restaurant, catered thousands of weddings and events, launched a line of exclusive Indian spices, and played an equally dedicated role as a speaker and tour guide. But, as with everything to do with Ranjan, there's a twist: Ranjan believes in "edu-tainment" - which is the term he likes to use to describe his style of speaking. Over the many years, Ranjan has "edu-tained" audiences at San Francisco's Commonwealth Club, Chamber of Commerce, Indian Chamber of Commerce in Atlanta, Consular Corps of San Francisco, World Affairs Council, SF Chefs, and many other venues.

As demonstrated in the documentary series "My India With Ranjan Dey", he has a way with audiences. Through humor, wit, entertainment and motivation, Ranjan teases out the lesser known facts of food, and the nuances of eating -- something we do every day, but sometimes forget to sufficiently enjoy.

Often, Ranjan's talks feature live food tastings featuring New World Spices, making the event a memorable and multi-sensory experience. The next time you're at a talk with Ranjan, you'll see why his audiences leave with their bellies full and their curiosities satiated.

Ranjan Dey started his career in the food business at the age of 14 at Calcutta's Park Hotel as a vegetable cutter. After finishing high school, he graduated from the Institute of Catering Technology, Hotel Management and Applied Nutrition in Calcutta. During all this, he kept his part-time evening job in different hotels.

He worked at the Grand and Great Eastern Hotels in Calcutta before moving to New Delhi where he worked in Akbar and Janpath Hotels. Ranjan spent two years as a senior chef in the opening team of the Maurya Sheraton Hotel in New Delhi.







In 1979, Ranjan moved to Hong Kong to work for Harilela Group managing 35 Gaylord restaurants in 12 countries based out of Hong Kong. In 1981, he launched a fine dining chain for the same group called Viceroy Of India.

In 1982, Ranjan started the first New Delhi Restaurant in Hong Kong. By 1987, he had expanded the New Delhi Restaurant group to four outlets in Hong Kong and one in Bangkok.



In 1988, Ranjan, his wife Kodi and their eleven-month-old daughter re-located to San Francisco to open the current and final New Delhi Restaurant.

In addition to cooking, Ranjan branched out as a travel guide with "Curry Trails" - a cultural, culinary travel adventure. It takes you to the soul of India, the food, history, traditions and the mythology of this complex and fascinating



country. Chef Ranjan Dey and his passion for all things Indian are your guide; he shares the secrets of this special country and its people.

He is also the founder of the Compassionate Chefs Cafe and he has worked with more than one hundred non-profit charitable organizations in the city. He believes that we are all citizens of the world and has directed his life towards helping other people believe it too.

"Make life your secret ingredient" - Chef Ranjan Dey

Dance & Dine

Bollywood Dance Party Non-Stop Bhangra Mesmerizing Belly Dancing

What could go better with Indian food than a dance party? New Delhi Restaurant will organize your "Bollywood Dance Party", "Non-Stop Bhangra party" or "Mesmerizing Belly Dancers" down to every detail - including instructors.

There's no better way to get all your guests on their feet, grab a partner and discover their inner dancer.

It will be an evening to remember!



Comedy & Curry

Always ready to surprise and delight, New Delhi Restaurant enjoys hosting its unique comedy nights. As with everything else at New Delhi Restaurant, our comedy nights have a special twist. Let Chef Ranjan put together a show featuring Indian-American comedians and create an unforgettable night of laughter for you and your guests.


Signature Events

Spicy Affair Fun team building while playing with spices

Private Cooking Classes Learn Ranjan's signature Speed Scratch cooking

Traveling Table Culinary, cultural travel adventure of regional diversity through India

CaliFusion Dinners A tasteful pairing of California and Indian cuisines served with wines from local vineyards

Maharaja Masquerade Carnival Complete with snake dancers, jugglers and more!

Death in Dungapur A murder mystery based on the history of 19th century India

Royal Birthday Bash Celebrate your birthday in style!



On-Site and Off-Site

Parties, Catering, Weddings, Rehearsal Dinners, Group Dining, Fundraisers, Community Events, Association Meetings, Incentive Events, Theme Developments, Guest Programs, Spouse Programs, Restaurant Buy-outs

Extraordinary Catering for Indian Weddings!



Since 1988 we have catered over 50 weddings every year. We are exclusive preferred Indian caterer to over 200 wedding locales including hotels, wineries and historical venues in the Bay Area and beyond. We specialize in all regional cuisines of India, and celebrate the beauty of diverse delicacies from the North, South, East and West.







Our Partners

New Delhi Restaurant has been creating successful events for over 25 years. We work closely with the following partners to ensure that yours will be an event to remember! For a complimentary consultation and special pricing, call Ranjan at 415-816-4068.



Elegant invitations focusing on upscale design and personalized service

Indra K. Singh 650-207-7683 info@vivahcelebrations.com www.vivahcelebrations.com

www.vivahcelebrations.com

Breathtaking Decor, Flawless Planning and Event Co-ordination



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www.brightrentals.com

www.impactsf.com

Our Menu

San Francisco's Finest Indian Cuisine, Elegantly Served. Chef Ranjan will create a memorable culinary experience for your special event.

Since 1988 we have catered over 50 unique events on-site and off-site every year. We are exclusive preferred caterers to over 200 event locales including hotels, wineries and historical venues in the Bay Area and beyond. We specialize in all regional cuisines of India, and celebrate the beauty of diverse delicacies from the North, South, East and West.



NEW DELHI RESTAURANT AND BAR

EXOTIC HOUSE DRINKS All our cocktails are availible in non-alcoholic versions		
New Delhi Sunset \star <i>An exotic combination of vodka, sparkling lemonade, pomegranate syrup and a dash of grapefruit juice</i>	7	
New Delhi Chai ★ Indian Masala Chai, flavored with cardamom and infused with Tea Liqueur, served hot or iced	7	
Kashmiri Delight Our specialty of Pimms No. 1 served chilled and garnished with lime	7	
Lassi A refreshing drink with home-made yogurt, served sweet or salted	3	
Mango Lassi A refreshing drink with home-made yogurt and Indian Alphonso mango pulp	3	
Nimbu Pani A popular Indian style sparkling lemonade with lemon, lime and rose water	3	Murky Bengali
Indian Beer Large 9 Regular 6		Martini
Oh' Calcutta A recipe stolen from a famous bar in Calcutta with brandy, gin, lime and lemonade	7	★ Shaken with infused vodka,
Taj Express A seventh wonder created with pineapple juice, cranberry juice, vodka, and white rum	7	spiced tamarind and served with the biggest olive you have ever seen! They are imported
Bombay Negroni Bombay styled negroni with gin, Campari twist and sweet Vermouth	8	directly from the City of Olives, Jalpaiguri in Bengal, India.
Madras Madness A tasty light and dark rum cocktail with Alphonso mango pulp and grenadine	8	These unpitted giant olives are pickled in spicy vinegar with
Lychee Martini ★ A tropical delight with infused vodka	10	ghost chili in-house and cured for twenty one days for a tasty
Mango Martini ★ Alphonso mango purée and pomegranate syrup	10	perfect murky moment 12
Delhi Wala ★ Lemon drop with rose essence and an Indian attitude	8	Non-alcoholic 7

APPETIZERS, SOUPS & SALADS

Served with home-made mint chutney and sweet & sour tamarind chutney

and green peas (2pcs)



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Chili Cheese Pakora **★** Spiced paneer and green chili lentil fritters **Papadums** Lentil wafers with cumin and pepper studs 3 Assorted Vegetable Platter Combination of samosa, 10 bari pakora, chili cheese pakora and papadum Assorted Tandoori Platter Combination of chicken 13 tikka, seekh keebab and tandoori prawn **Taj Keebab** ★ A house specialty of flavorful chicken tenders 8 **Paneer Pakora** Delicious paneer fritters stuffed with chutney masala (5pcs) 8 Alu Chat Croustade **★** Tasty potato garbanzo mash in a tamarind bath (6pcs) 9 **Spicy Paneer Bites** ★ *Spicy paneer bites with heirloom tomatoes (7pcs)* 9 Harra Keebab Savory green vegetable cakes with cumin and ajwain 8 **Bay Special ★** *House specialty shrimp chowder* 8 **New Delhi Dal Soup** ★ *Our chef's creation with blends of yellow lentils and* 6 flavorful spices Green Salad Tomatoes, carrots, cucumber, lettuce, onion and lemon 7 15

Samosa Crispy turnovers filled with lightly spiced potatoes

Alu Tikki Crunchy and spicy potato patties (5pcs)

Bari Pakoras Mixed vegetable lentil fritters

7

7

7

7

Indian Chef Salad Delicious strips of tandoori chicken, lamb rolls and paneer with tomatoes and bell peppers on a bed of lettuce

House Specialty

TANDOORI SPECIALTIES

These dishes are barbecued in two special ovens we imported from India. These ovens are shaped like wine barrels but made with clay from the deltas of the holy River Ganges.

Chicken Kofta Keebab ★ Flame broiled spicy chicken patties	16
Teengri Keebab Chicken drumsticks marinated in yogurt, Punjabi spices and barbecued	16
Achari Boti Keebab <i>Lean boneless pieces of lamb marinated overnight in a spicy combination of Indian pickle spices and barbecued in the tandoor</i>	18
Hariyali Murg Tikka ★ Chicken barbecued in a tangy marinade of mint and cilantro	18
Tandoori Chicken Marinated in yogurt with ginger, garlic, onions and flavor spices	16
Fish Tikka Pieces of salmon lightly spiced and roasted in the tandoor	18
Tandoori Prawn Chargrilled prawn flavored with Indian herbs and spices	20
Seekh Keebab Spiced lamb rolls prepared over a charcoal fire	18
Chicken Tikka Boneless pieces of chicken delicately spiced with mustard, cumin, turmeric, garam masala, lemon juice and cooked in the tandoor	17
Paneer Tikka Barbecued chunks of paneer marinated with chat masala	14
Vegetable Shaslik Chargrilled bell peppers, onions, potatoes, mushrooms and tomatoes	16
Tandoori Mix Grill Tandoori chicken, tandoori shrimp, chicken tikka, fish tikka and seekh keebab	21

All of our dishes are barbecued over mesquite charcoal to order. Please allow 15-20 minutes for preparation. All our breads are also baked fresh to order by slapping them on the side of the oven. It is undoubtedly the freshest bread in the world. If you would like to see a demonstration, ask for the manager. If the kitchen is not too busy we may be able to arrange for a sneak preview!

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Garam Masala

Kashmiri Paprika

Turmeric

Red Chili

Green Cardamom

58

COMPLETE THALI DINNER

Vegetarian Vegetable samosa, bari pakora, Entree: spiced vegetable, mattar paneer, dal,	23 -
lucknowi pullao, nan, Dessert: rice pudding and chai	
Non-Vegetarian Vegetable samosa, bari pakora, Entree: chicken masala or rogan josh, spiced vegetable, lucknowi pullao, nan, Dessert: rice pudding and chai	27

CHEF'S TASTING MENUFOR TWO

Vegetarian Chili cheese pakora, alu chat croustade, harra keebab, **Entree:** tamarind eggplant, mustard gobi, coconut cilantro goan kofta, lucknowi pullao, nan, **Dessert:** aam kheer, gulab jamun and chai

Non-Vegetarian *Chili cheese pakora, alu chat croustade, harra keebab, Entree: bombay saffron bhuna lamb,* 62 *murg akbari, coconut cilanto goan kofta, lucknowi pulloa, nan, Dessert: aam kheer, gulab jamun and chai*

House Specialty



History: It was necessary for the royal chef to travel with a supply of cardamom, cinnamon and clove because the Maharajah of Kashmir (1860) liked them so much. This blends' origin is tied to this fact

.....

ENTREES

CURRIES To us, curry means a sauce made with different blends of spices. Different curry sauces are made to cook different dishes such as poultry, meat, vegetables, seafood, etc. Therefore, each curry dish tastes different from the other, depending on the spices used in that particular dish and its particular blend. Curries in India have nothing to do with the yucky yellow stuff from the bottle or the tube called curry powder or paste; but a whole new world of never-ending delightful celebration of new flavors. All our curry dishes are cooked to order. Please tell us your taste preference of mild, medium, wild or dangerous to enjoy your meal to the fullest. Kindly allow us 15-20 minutes, because we cook each dish individually.

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Shubhojhon! (Bon Appétit!)

HOUSE SPECIALTIES

Kerelan Pepper Chicken ***** 18

Creamy coconut chicken in onion gravy with black pepper, curry leaves and whole mustard

Bengali Kosha Mangsho ★ 18 Ranjan's favorite lamb curry delicacy from Kolkata cooked in mustard oil with potatoes

Kofta Shah Jahani ★ 18

This flavorful lamb dish was a favorite of Shah Jahan (1594-1666), builder of the magnificent Taj Mahal. This is a historic recreation from an original 17th century recipe, stuffed with an egg and cooked in Mughlai style

Murg Akbari \star 18

An exotic preparation of chicken with cashews, raisins and grated paneer, simmered in a creamy sauce. It was a favorite of the Mughal ruler of India, Emperor Akbar (1542-1605). This is a recreation of the original recipe dating back to the 16th century

Coconut Cilantro Goan Kofta \star 16 *A vegetarian house specialty made with mushroom and soya bits in a delicious coconut cilantro gravy* **Chennai Express** \star 16 (*with Chicken* +2)

A Madrasi spicy vegetarian delight with dumplings and green beans in a mustard tomato sauce

Benarasi Mattar Ghugni \star 16 (with Lamb +2) A vegetarian specialty from the 3000 year old ancient city of Benaras. Spicy garlic green peas with potatoes

CURRIES

Chicken Tikka Masala Cooked in tomato cream sauce flavored with fenugreek	18
Chicken Masala Cooked with onion, ginger, garlic, turmeric and more	16
Chicken Madras A South Indian preparation of hot chicken curry	16
Butter Chicken Punjabi style tandoori chicken in a tomato butter-cream sauce	18
Lamb or Chicken Korma Cooked in coconut milk and very mildly spiced	16
Prawn Masala Pieces of prawn cooked in a light sauce	20
Fish Masala Salmon cooked in a sauce with a blend of medium spices	18
Fish Goa Curry Goan style salmon cooked in coconut milk and spices	17
Rogan Josh A flavorful lamb curry cooked in North Indian spices and herbs	16
Lamb or Chicken Vindaloo Spicy hot lamb or chicken curry with potatoes	18
Dal Chicken Cooked in yellow lentils and seasoned with royal cumin seeds	14
Dal Gosht Black lentils simmered with pieces of lean lamb and garam masala	16
Sag Gosht Tender lamb cooked with finely chopped spinach, seasoned with garlic	16
Egg Curry With potatoes in a light curry sauce	12
Lamb or Chicken Biriyani Basmati rice from India cooked with saffron, herbs and served with raitha	20

★ House Specialty

VEGETABLE SIDE DISHES Spiced Vegetables Curry Combination of 11 cauliflower, beans, carrots, bell peppers, tomatoes and potatoes in a medium sauce **Palak Kofta Kashmiri ★** Spinach stuffed 13 with saffron rubbed paneer, chopped dried fruits, nuts and prepared Kashmiri style Kali Dal New Delhi **★** Black lentils 8 harmoniously combined with tomatoes and ginger, simmered overnight on a very slow fire 8 Yellow Dal Tarka Yellow lentils seasoned with garlic, cumin and cilantro 11 **Sag Paneer** Spinach cooked with home-made soft cheese, seasoned with garlic 11 **Vegetable Korma** Cooked in coconut milk and very mildly spiced 13 **Dhingri Alu** Mushrooms and potatoes in a spicy onion-tomato curry flavored with fresh cilantro 13 **Sabzi Malabar** *Mixed vegetables cooked in yogurt-coconut curry* **Alu New Delhi ★** *A delicious potato creation seasoned with tomato-cream sauce, herbs and spices* 11 **Dum Maro Dum Alu ★** A psychedelic taste sensation with purple poppy seeds and panchphoran 12 11 **Mattar Paneer** Home-made soft cheese and green peas simmered with delicate spices 11 Malai Kofta Croquettes of home-made soft cheese cooked in a creamy sauce with cardamom, cinnamon, cloves and mildly spiced 11 **Navrattan Curry** Nine vegetables and fruits cooked in cream and mild spices - A historical dish **Baigan Masala** An eggplant preparation cooked with onions, ginger, tomatoes and mild spices 13 Achari Baigan \star An eggplant specialty spiced with panchranga pickle in mustard oil cooked with 13 onions, tomatoes and cilantro **Paneer Tikka Masala** Paneer cooked in tomato cream sauce flavored with crushed fenugreek leaves 14 11 **Channa Masala** A Punjabi garbanzo preparation with onion, cilantro, ginger and garam masala 13 Gujrathi Bund Gobi Chana Fragrant cabbage and garbanzo flavored with Kalonji and cilantro Raitha Home-made yogurt churned with cucumber flakes and studded with roasted cumin 5

RICE AND BREADS

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Lucknowi Pullao Saffron flavored Basmati rice	5
Vegetable Pullao Saffron flavored rice cooked with seasonal vegetables	8
Kashmiri Pullao Saffron flavored rice cooked with pears, peaches, papaya and pineapple	8
Pullao Raja Saffron flavored rice with nuts and raisins	9
Indian Fried Rice Cooked with a variety of vegetables and eggs	8
Nan Leavened soft bread made with flour dough and baked in the tandoor	2
Garlic Nan Nan with fresh spiced garlic and cilantro	2
Onion Kulcha Nan stuffed with chopped onion, green pepper and cilantro	2
Cheese Nan Nan stuffed with paneer cheese	3
Kabuli Nan Nan with fruits and nuts	3
Keema Kulcha Nan stuffed with ground spiced lamb	3
Tandoori Roti Basic tandoori whole wheat bread	2
Paratha Whole wheat layered bread	3

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★ House Specialty

- ...





Laalaa in adharon se jisne, haay nahein choomi haalaa harshit kampit kar se jisne, haay na chhuwaa madhu ka pyaalaa haath pakad lajjit saaqi ka, paas nahein jisne kheenchaa vyarth sukhaa daali jeevazn ki, usne madhumaya Madhushaalaa. - (18) Alas, he that with eager lips, has not kissed this wine, Alas, he that trembling with joy, has not touched a brimming goblet, He that has not drawn close the coy wine-maiden by her hand, Has wasted this honey-filled tavern of Life. - Harivansh Rai Bachchan

English version of Madushaalaa is available for browsing. Please ask your server.

VISUAL TOUCH TO A POETIC STANCE

Renowned Indian actor, Amitabh Bachchan's father, Harivansh Rai Bachchan's 'Madhushaalaa,' is a classic collection of 135 verses (rubaai) written in early 1933. It is a testament to not only the intoxication of wine but the entire ambience that corresponds to the romanticism characterized by all the frolic and feminine beauty. All the verses end in the word madhushaalaa. The poet tries to explain the complexity of life with four main elements, which appear in almost every verse: madhu, madira or haalaa (wine), saaqi (server), pyaalaa (wine goblet) and of course madhushaalaa (house of wine/tavern).

Umashankar's version of 'Madhushaalaa'... romanticism characterize by beauty is displayed on the east wall of New Delhi Restaurant. Madhushaalaa Collection paintings of famous artist Umashankar are a reflection of the beauty and aesthetics of the rich legacy of India's miniature painting style. To enhance the beauty and the longevity of the paintings, rare pigments are used, many ground from semi-precious stones, gold and silver. The paintings entrances us with a theme which has instant appeal. The only problem is how to resist the temptation of acquiring some of these enticing works to hang them in our private cellar or preferably bedrooms... I invite you to partake in the pleasure of infusing this idea of enjoying wine with not just our gourmet Indian cuisine but also with fine arts and literature.

If you are interested in taking one of the masterpieces home, please ask your server.

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-Ranjan Dey, Chef & Owner

WINE LIST		Glass	Bottle
Shah Jahani Madeera A recreation of the favorite drink of Emperor Shah Jahan (1594-1666). Fresh fruits steeped in red wine with cloves and cinnamon, filtered and served chil a splash of sparkling lemonade	lled with	8	
Champagne A hint of sweetness makes this bubbly an excellent dinner comp WHITE WINES	vanion	10	40
Chardonnay	House	7	24
Barrel fermented wine in American Oak. A nose of toasty vanilla	Premium	8	35
	Super Premium	14	48
Riesling A lovely floral nose with a wonderful fruity tone. A full bodied wine with a nice touch of sweetness on a long, lingering finish		9	32
Pinot Grigio <i>Full of delicate complexity and refreshing crispness.</i> Spicy aroma of pear and melon lead to a burst of pear and mango on the palate		8	28
Sauvignon Blanc The melon and citrus flavors are great. But it's those hints of passion fruit that evoke the strongest emotions		8	28
ROSÉ WINES			
White Zinfandel A delicate blush pink color introduces this fresh, lively u On your palate, light creaminess surrenders to a refreshing crisp finish of strawbe		7	24
White Merlot Brilliant dusky vermillion hue, with luscious juicy watermel	on flavors	8	28
RED WINES	<i>,</i>		
Cabernet	House	7	24
Sumptuous fruit character and herbal complexity, deep red in color	Premium	8	35
with lots of black fruit and cedar box notes. A long silky finish	Super Premium	14	48
Pinot Noir Delicate fresh fruit and spicy notes contribute to this well balanced and elegant wine. A hint of smoky oak adds to the complexity		8	28
Merlot Supple and harmonious with cherry, wild berry and plum favors that overlay a layer of lingering oak		9	32
Zinfandel Deep rich black fruit on the nose, wild berry and spice on the pala	te	8	28
Syrah Rich velvety texture, subtle spice notes and a lingering fresh fruit flavor unfolds on the palate		8	28

CELEBRATIONS



We have served guests from around the world from this very location for over 25-years. The opulent hall you are seated in, is a 100-year old former hotel ballroom built in 1914. Now decorated like a Maharajah's private banquet room, it creates the perfect ambiance for celebrating a rehearsal dinner, a corporate affair, a Sangeet, a Henna Party or a Fundraiser.

CATERING



Since 1988 we have catered over 50 weddings every year. We are exclusive preferred caterers to over 200 wedding locales including hotels, wineries and historical venues in the Bay Area and beyond. We specialize in all regional cuisines of India, and celebrate the beauty of diverse delicacies from the North, South, East and West.

COMPASSIONATE CHEFS CAFÉ



We help underprivileged kids right across the street in the Tenderloin in San Francisco, as well as kids across the ocean at the three biggest slums opposite Gandhi Ashram in Ahmedabad, India. We connect the kids with each other through several ongoing programs, helping them become global citizens. Please donate a few extra dollars to make their dreams come true. For more information, visit http://www.compassionatechefs.org

NEW WORLD SPICES



Created by chef and owner Ranjan Dey, the New World line of spice blends includes six Tasty, Healthy Authentic Indian Spice Blends with A Quick and Easy Recipe Booklet. These Gourmet Indian Spice Blends were inspired by the favorite dishes of several royal families of ancient India. Bring the flavors of India home with you today for \$24.95!



Monday - Saturday Lunch 11:30 A.M. - 2:00 P.M. Monday - Sunday Dinner 5:30 P.M. - 10:00 P.M.

160 Ellis Street

San Francisco, CA 94102 Tel (415) 397-8470 www.NewDelhiRestaurant.com

All taxes, surcharges, and sales tax extra. 18% gratuity will be added to all checks. We reserve the right to refuse service to anyone. Sorry, no personal checks. Minimum charge \$15.00 per person. We are not responsible for allergic reactions caused from ingredients used in our preparations. No refills. Ask your server for gluten free, vegan, Jain and other options. Service animals require tags and license. Prices subject to change without notice.

Anniversary





Enjoy handcrafted San Franciscan beers with one-of-a-kind Indian-inspired appetizers



Mango Chutney Quiche Bite-sized quiche, topped with

spicy mango chutney.

Handcrafted in the historic San Francisco Bayview District, this American amber ale uses a dry-hopped technique. It is filtered bright for clarity and focused flavor.



Anchor Steam's deep amber color, thick creamy head, and rich flavor is historic. It is handcrafted by a unique steam process in the Potrero Hill District of San Francisco.



Brewed just blocks from the San Francisco Giants' baseball park, Back in Black is a hoppy bitter with rich dark malts and an amazingly complex flavor that IPA fans will enjoy.

Alu Chat Crustade

Spicy potato-garbanzo mash in a yogurt-tamarind bath.

Spinach seasoned with toasted cumin in a Filo boat.

Cumin-Spinach Boat

Recommended as a unique tourist attraction by San Francisco Travel Association.



On behalf of the people of the City and County of San Francisco, I am pleased to extend our BEST WISHES to all thoise attending a special JAZZ MARATHON benefitting the SHANTI FOUNDATION at San Francisco's famed NEW DEHLI RESTAURANT on May 6, 1990.

San Francisco is proud of the strong and generous support which its citizens have provided in its efforts to meet the needs of people living with AIDS.

Please accept my THANKS and CONGRATULATIONS for a successful Jazz Marathon Against AIDS.



The City and County of San Francisco



Presented To

NEW DELHI RESTAURANT 30TH ANNIVERSARY NOVEMBER 18, 2017

WHEREAS, on behalf of the City and County of San Francisco, I am pleased to recognize and honor the New Delhi Restaurant on their 30th Anniversary. New Delhi Restaurant is founded by the decorated Chef Ranjan Dey, who specializes in serving authentic Indian cuisine. For over 30 years, your tireless efforts and dedication to providing outstanding service and Indian cuisine to the residents of San Francisco has been truly commendable. Hosting social gatherings and forging deep roots within the San Francisco Bay Area community including launching the non-profit "Compassionate Chefs Café that benefits two groups of at-risk children is a testament to your commitment to the community. Congratulations on your 30 year Anniversary, and best wishes on your future endeavors!



THEREFORE, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Edwin M. Lee Mayor

Certificate of Honor BOARD OF SUPERVISORS

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City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

New Delhi Restaurant

Tenderloin Future Collaborative Champion Award

In recognition of your 30th anniversary, we applaud your dedication and effort. For your commitment to fostering a lively social space for the Tenderloin community while serving exquisite Indian food, the Board of Supervisors of the City and County of San Francisco extends its highest commendation and honor.

Supervisor Jane Kim November 18, 2017

Art Agnos

The Honorable London Breed Mayor City Hall Room 200 1 Dr. Carlton B. Goodlett Place San Francisco, CA 94102

June 28, 2019

Dear Mayor Breed,

It is with great pleasure and without hesitation that I write this letter to support the most worthy application of the New Delhi Restaurant at 160 Ellis Street for designation as a Legacy Business in San Francisco.

Often public officials are asked to write letters of support that are more dependent on written materials provided by the sponsor of a proposed action. Not here, as mayor of San Francisco it was my privilege to cut the ribbon to open the New Delhi in November of 1988. Indeed, over the past 31 years I have had to opportunity to enjoy wonderful meals prepared by Chef/owner Ranjan Dey for my family and guests in addition to being present to celebrate the restaurant's 5th, 10th, 15th, 20th, 25th and 30th anniversaries.

It is this history that enables me to say, without reservation, that the Ranjan Dey and the New Delhi are the very embodiment of the 3 criteria that make up the Legacy Business law.

Celebrity Chef Ranjan Dey selected the toughest neighborhood in San Francisco to start a new restaurant business in the Tenderloin in 1988. Throughout the past 30 years...thick and thin...Mr. Dey has raised his family who also work in the restaurant. In all that time, he has never wavered in his commitment to the neighborhood and the City to provide a cultural and ethnic experience that reflects that best traditions of an important community which is an asset to San Francisco's diversity. Mr Dey has long made it a commitment to the neighborhood and the city to transform his restaurant into a fundraiser for the poor children of the Tenderloin to actually travel to New Delhi to meet with children of their age in a cultural exchange as well as host poor Indian children here.

Truly amazing... to my knowledge, no single small business of any kind in this city has ever tried such an extraordinary project...much less actually do it many times over the past 30 years.

The restaurant itself is decorated like a Maharajah's private banquet room and serves authentic cuisine made from recipes culled from the royal Indian menus dating back 300 to 400 years using the freshest local ingredients.

It is with all of this in mind, that I strongly endorse the application of the New Delhi Restaurant and its owner Mr. Ranjan Dey for designation as a Legacy Business.

Sincerely,



CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By: LBR-2019-20-022 Pearl Market 1201 Divisadero Street District 5 Basil Askandafi, Manager November 25, 2019 Supervisor Vallie Brown

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? <u>X</u> Yes <u>No</u>

1201 Divisadero Street from 1982 to Present (37 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? <u>X</u> Yes <u>No</u>

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? <u>X</u> Yes <u>No</u>

NOTES: N/A

DELIVERY DATE TO HPC: December 18, 2019

Richard Kurylo Program Manager, Legacy Business Program



Member, Board of Supervisor District 5



City and County of San Francisco

Vallie Brown

November 25, 2019

Office of Small Business Attn: Legacy Business Program 1 Dr. Carlton B. Goodlett Place City Hall, Room 140 San Francisco, 94102

Dear Colleagues,

I am pleased to nominate Pearl Market, located at 1201 Divisadero Street for the Legacy Business Registry.

Since 1982, Pearl Market has been at the center of community in the Fillmore and Western Addition. It is the oldest family owned and operated full-service market and deli on Divisadero Street. Being that it provides one of the only alternatives to more expensive grocery chains in the area, many consider it to be a steady and reliable neighborhood institution.

During the almost four decades it has been open, the market has always kept its central goal of serving their immediate community. As a strong neighborhood partner, they proudly support local events and programs. Even as the neighborhood has shifted, it remains an anchor to low-income neighbors by providing affordable groceries and household essentials.

It is for the above reasons that I am proud to nominate Pearl Market for Legacy Status. If you have any questions regarding this letter I can be reached by phone at: (415) 554-7630 or by email at: brownstaff@sfgov.org.

Sincerely,

Vallie Brown

alle Brown

Supervisor, District 5 City and County of San Francisco

Legacy Business Registry

Application

Section One:

3

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Pearl Market, Ir	IC.	
BUSINESS OWNER(S) (iden	tify the person(s) with the highest owner	rship stake in the business)
Mhana Askandafi (7 Basil Askandafi (,	
CURRENT BUSINESS ADD	RESS:	TELEPHONE:
1201 Divisadero St	, San Francisco, CA 94115	(415)) 931-4242
		EMAIL:
		Askandafi@yahoo.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
APPLICANT'S NAME		
Basil Askandafi		Same as Business

APPLICANT'S TITLE		
Manager		
APPLICANT'S ADDRESS:	TELEPHONE:	
769 Miller Ave., South San Francisco, CA 94080	(415)-931-4242	
	EMAIL:	
	See Above	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0464082	

IAME OF NOMINATOR:	DATE OF I	NOMINATI	ON:
Vallie Brown	8	29/	19

allie Brown

Section Two:

Business Location(s).

No.

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List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1201-1209 Divisadero St., San Francisco, CA 94115	94115	1982
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OF	PERATION AT THIS LOCATON
No Yes	1982-Pres	ent
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Legacy Business Registry

Application

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Basil Askandafi

Name (Print):	Date:	Signature:	
BASIL	ASKANDA EI	8-15-19	El
5			V.5- 6/17/2016

PEARL MARKET Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Pearl Market is a full-service market and delicatessen located at 1201 Divisadero Street in the Anza Vista/Western Addition neighborhoods of San Francisco. It was established in 1982 and is considered a neighborhood institution being the oldest community, family-run store in the area.

Pearl Market is a retail market and deli that stocks a range of everyday items such as groceries, snacks, confectionery, soft drinks, tobacco products, over-the-counter medications, toiletries, newspapers, magazines and beverages. The store offers a great selection of craft beers, wines, organic groceries, coffee, cheeses, fruits and vegetables.

Pearl Market is a classic example of a business owned by immigrants with an entrepreneurial spirit and a strong work ethic. Pearl Market was initially owned by David Eid, who is Arabic. He in turn sold the business in 1990 to Suheil Salfiti, who is Palestinian. Suheil then sold the business in 2002 to the Askandafi family, the present owners, of Syrian descent.

Pearl Market is currently family owned by Mhanda Askandafi and his son Basil Askandafi. Mhanda emigrated from Syria to the United Sates 30+ years ago with his wife and five small children. In 2002, Mhanda and his son purchased the business. Together, they own 100% interest in Pearl Inc.

Under the current ownership, Pearl Market went through substantial expansion, renovation and improvement. To better serve the existing community and to serve the different tastes of new community members, Pearl Market doubled the shelf space and modernized food storage, food offerings, food handling and menu options. New refrigeration units were installed; hearty, fresh food options were added; and new gourmet breakfast and lunch options were introduced.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Pearl Market has been in continuous operation at its present location since its establishment in 1982.

c. Is the business a family-owned business? If so, give the generational history of the business.

Pearl Market is a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of Pearl Market is as follows:

1982 to 1990:	David Eid
1990 to 2002:	Suheil Salfiti
2002 to Present:	Mhanda Askandafi and Basil Askandafi

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of this corner building at 1201-1207 Divisadero Street and 1900 Eddy Street is classified by the Planning Department as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act. The building is an Edwardian style structure built in 1923. It houses the Magland Arms Apartments, which is accessible from the north side of the building at 1900 Eddy Street. Pearl Market is located in a ground-level space.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Pearl Market is located in San Francisco's Supervisorial District 5 along the Divisadero Street corridor, which cuts through several neighborhoods, including Lower Haight, Western Addition, Anza Vista, Alamo Square, Pacific Heights and the Marina. It's both a north-south traffic throughway and a kaleidoscopic mix of dining, grocery and merchant fronts serving each neighborhood. The market is located in a ground-level space facing the Divisadero corridor and can be readily accessed by car, bicycle, public transportation (31 or 24 bus lines) or by walking.

The store and its central location contribute to the unique, historic, vibrant character and charm of the area. Pearl Market sells a range of everyday items such as organic groceries, deli items, snacks, cheeses, fruits, vegetables, beers, wines, soft drinks, coffee, over-the-counter medications, toiletries, newspapers and magazines. Pearl Market has provided continual

market services to most of the community's low-income residents, specifically low-income people of color, serving as a community focal point and anchor by bringing together all races and income groups.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Pearl Market has witnessed gentrification of the area population and helps alleviate community pressure by functioning as a nexus point where all community members can engage and participate in civil, respectful dialogue.

Many San Francisco residents that participate in citywide community events in Golden Gate Park and in the Panhandle (e.g., Bay to Breakers, Outside Lands, Fulton Farmers Market, Sunday Streets) pass through the Divisadero corridor and patronize Pearl Market.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Pearl Market is referenced in the San Francisco telephone directory as early as 1982. Pearl Market is referenced in Yelp, Doordash, MapQuest, Foursquare City Guide, etc.

d. Is the business associated with a significant or historical person?

The business is not associated with a significant or historical person.

e. How does the business demonstrate its commitment to the community?

Pearl Market is committed to both residents and community organizations and proudly supports local events and programs.

Pearl Market is a healthy contributor to disadvantaged, low-income community residents and community-based organizations. Many long-term, low-income and senior residents rely on credit from Pearl Market to subsidize their monthly allowance shortfalls and purchase basic food supplies. The business makes donations to community events. New Liberation Presbyterian Church and Auditory Oral School of San Francisco are both located within a half block of Pearl Market; their employees, members and students shop frequently at the market.

f. Provide a description of the community the business serves.

Pearl Market has provided continual market services to most of the community's low-income residents in the Western Addition and Anza Vista neighborhoods.

In 1960, San Francisco's African American population was 74,000. By 1970, its all-time peak, it reached 96,000, or 13.4% of the city's population. The Fillmore, where 60% of the residents were African American, was declared blighted in 1948 and subsequently demolished. The first demolition project began in 1956. The Redevelopment Agency razed the thriving Fillmore's

black neighborhood and business district, promising to revamp the area and then bring the residents and merchants back. Today, there are some clubs, restaurants and a cluster of high-rise apartment buildings, but the neighborhood is nothing like it used to be before the Redevelopment Agency demolished it.

The 2010 census found the demographics of the area to be 60% European American, 17% Asian American and 17% African American, with a district income average of \$36,248. This in part due to housing of the city's second largest population of low-income housing (over 1,000 units). The present day census estimate is 63% European American, 13% Asian American and 11% African American with a district income average of \$49,708 and 12% of the district's population living below or at the poverty level. Pearl Market is located within a half a block of the Robert B. Pitts Apartments and the Martin Luther King-Marcus Garvey Square Apartments, which comprise an estimated 41% of the area's low-income housing.

Pearl Market has provided continual market services to most of the community's low-income residents since 1982. In its 35+ years of existence, the market has weathered community change and has demonstrated its commitment to serve as a community focal point and anchor by bringing together all races, but specifically serving low-income people of color. Food and market options would be greatly diminished if Pearl Market were to discontinue operating at its current location.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The building is a classic Edwardian style structure built in 1923. It houses the Magland Arms Apartments, which is accessible from the north side of the building at 1900 Eddy Street. Pearl Market is located in a ground-level space. The market and its signage complement the building's Edwardian architecture, which incorporate lighter colors, clear lines, neo-Georgian window details and neo-classical decorative touches that may be identified with the 1920's Art Nouveau movement.

There is an unfinished, abstract wall mural that was created several years by an unknown customer/street artist. The owners plan to paint over it.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Food and market options would be greatly diminished if Pearl Market were to discontinue operating at its current location. The market plays an important part in the Fillmore/Anza Vista identity, community involvement and community health. The store and its central location contribute to the unique, historic, vibrant character and charm of the area. The store serves as a connecting point for diverse community members to meet and exchange views on community matters. Pearl Market supports the affordable housing/low income community residents by providing nearby access to essential canned goods, vegetables and deli items. Pearl Market participates in local community charity events and donates to local community-based nonprofits. The owners of Pearl Market have helped build a sense of community by building

personal relationships with their customers, especially seniors and members of the lowincome/affordable housing community. All surrounding Fillmore/Anza Vista businesses and organizations benefit from the increase in foot traffic that Pearl Market creates.

CRITERION 3

a. Describe the business and the essential features that define its character.

Pearl Market, located at the corner of Divisadero and Eddy streets, is a retail market and deli that stocks a range of everyday items such as groceries, snacks, confectionery, soft drinks, tobacco products, over-the-counter medications, toiletries, newspapers, magazines and beverages. The store offers a great selection of craft beers, wines, organic groceries, coffee, cheeses, fruit and vegetables. The 7,000 square foot market operates from 8:00 a.m. to 1:00 a.m. daily.

Under current ownership, Pearl Market went through substantial, expansion, renovation and change. To better serve the existing community and to serve the tastes of new community members, Pearl Market doubled its shelf space, modernized its food storage and updated its food and menu options. New food storage and refrigeration units were installed, hearty and fresh food options were added and new gourmet breakfast and lunch options were introduced.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Pearl Market is committed to maintaining its historical tradition as a retail market and deli.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The owners are committed to preserving the community flavor and friendliness of the store's exterior and interior.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Pearl Market has been a full-service market and delicatessen since it was established in 1982.





















1982 Telephone Directory

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Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.



July 30, 2019

Re: Pearl Market Legacy Application

To whom it may concern

This letter is in support of the above application. Pearl market, founded in 1982, a full service market and delicatessen has been in continuous operation in the Ansa Vista / Fillmore neighborhood of San Francisco for over 35 years and is considered a neighborhood institution at its continuous 1201-1209 Divisidero location.

Hearing and Speech Center of Northern California is a 100 year old non-profit serving those with hearing loss and communication disorders. We have been a neighbor of Pearl Market since 1980 when our building was completed on the same block.

Since its earliest existence, Pearl Market has been a supporter of both our community and the Hearing and Speech Center – we consider them very good neighbors. In this spirit we strongly encourage the granting of their legacy application.

Sincerely,

Darragh Kennedy | CEO

As a nonprofit agency, our mission is to provide life-long professional services to support all people with hearing or communication challenges in achieving their goals.

1234 Divisadero Street, San Francisco, CA 94115 tel (415) 921 7658 fax (415) 921-2243 tty (415) 921 8990 info@hearingspeech.org www.hearingspeech.org